ESCAPE THE INSANITY OF THE WORLD! GO...

No. 232 July 1982

MAD

IND

OUR PRICE $1.00 CHEAP

Results Of MAD Straw Poll
REAGAN'S POPULARITY WHEN HE WAS ELECTED AND NOW

07
0 70989 33230

WHY KILL YOURSELF?

JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

SUBSCRIBE TO

MAD

AND HAVE THE NEXT 10 ISSUES MAILED DIRECTLY TO YOUR HOME!

MAD 485 MADison Avenue New York, N.Y. 10022

I enclose $9.75*. Enter my name on your subscription list, and mail me the next 10 issues of MAD Magazine.

NAME_____

ADDRESS_____

CITY_____

STATE_____ ZIP_____

*In Canada, $11.25 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside of U.S.A. and Canada $11.25, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for any cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

NUMBER 232 JULY 1982

MAD

"Ever notice that to entertain some people, all you have to do is listen!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* **ALBERT B. FELDSTEIN** *editor*

LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
NICK MEGLIN *senior editor* **JOHN FICARRA** *associate editor*
GLORIA ORLANDO, CELIA MORELLI *subscriptions*
JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

ALPHABET DUPE DEPARTMENT
MAD's ABC's Of Writing Successful Exams And Term Papers. 30
BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of. 24
DENOUNCE OF PRETENSION DEPARTMENT
MAD Looks In On Public Television 45
DETEST PAPERS DEPARTMENT
The MAD Students Hate Book 12
DON MARTIN DEPARTMENT
One Gloomy Day In The Dungeons 11
One Sunny Day In The Dungeons 29
One Happy Day In The Dungeons 44
FAT'S ENTERTAINMENT DEPARTMENT
How To Look Slim And Trim Without Diet Or Strenuous Exercise. 34
FROM SUIT TO NUT DEPARTMENT
"The Greatest American Zero" (A MAD TV Show Satire) 4
JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 36
LETTERS DEPARTMENT
Random Samplings Of Reader Mail 2
MARGINAL THINKING DEPARTMENT
"Drawn-Out Dramas" by Aragones . . . . . **
POST DATED DEPARTMENT
If Junk Mail Had Always Existed 16
SCHLOCK TREATMENT DEPARTMENT
A MAD Guide To First Aid 19
TAKING TWO TABLETS WITH A GRAIN OF SALT DEPARTMENT
MAD's Modern Disclaimers To The Ten Commandments 41
THERE'S A FRAUD IN YOUR FUTURE DEPARTMENT
MAD's Occult Promoter Of The Year 37

**Various Places Around The Magazine

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues $10.75. Outside U.S.A.: 12 issues $12.00. Entire contents copyright © 1982 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address changes to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

VITAL FEATURES

"THE GREATEST AMERICAN ZERO" (TV Satire) Pg. 4

THE MAD STUDENTS HATE BOOK Pg. 12

IF JUNK MAIL HAD ALWAYS EXISTED Pg. 16

MAD'S ABC'S OF WRITING SUCCESSFUL EXAMS AND TERM PAPERS Pg. 30

MAD'S OCCULT PROMOTER OF THE YEAR Pg. 37

MAD LOOKS IN ON PUBLIC TELEVISION Pg. 45

LETTERS DEPT.

"VIDEO GAMES"

Al Jaffee's "Video Games Based On Real Life" were way ahead of the pac, man.

The Skip Hanrahan
Staten Island, NY

Your "MAD Invaders" cover is just more proof that you just can't shoot down good ole Alfred E.!

Thelma Angevine
Whiting, NJ

I think your "MAD Invaders" cover should be unplugged!

Tom Pierson
Sparta, NJ

"DEGENERATE HOSPITAL"

MAD's soap "Degenerate Hospital" was 99-44/100% pure laughter.

Anna DiFusco
Stony Brook, NY

ONLY A TRUE ROCK FAN WOULD...

...buy every album of his favorite rock group, but never play any for fear of scratching them!

Karl Cramer
Red Bank, NJ

...let his hair grow so long and thick that he can't hear the music anymore.

Shawn M. Duggan
Halifax, CANADA

...be so spaced out that he couldn't tell the difference between "Led Zeppelin" and "The Rolling Stones."

Bryan Jennings
Somewhere, USA

GOING TO THE DOGS?

I've noticed that Sergio Aragones has been drawing a little brown and white dog in all his cartoons lately. What's the dog's name?

Ben Parke
Kansas City, MO

Good question! —ED.

"THE MODEL MAJORITY"

Congratulations to George Woodbridge and Stan Hart for the "Model Majority Manual." It's about time someone had the guts to stand up to the "Moral Majority" and show them for what they really are—a "Fascist Minority." While reading the article it brought to mind another country where a religious "Moral Majority" has taken over—Iran!

Jeff Henry
Middletown, CT

After reading your "Model Majority Manual" it is apparent to us that MAD does a better job analyzing American life and values than Time and Newsweek magazines. Thank you for making a little more public just how stupid and closed-minded Americans are. MAD Magazine is where it's at.!

Daniel Fikes
Sandy Campagnone
Elbridge, NY

In issue #230, your article on the Moral Majority seemed to imply that they are only interested in censoring and repressing freedom of speech. There is not one [redacted] piece of evidence to prove your [redacted] claim. As far as I'm concerned, your magazine is a big pile of [redacted].

Michael J. Meyer
Hollywood, FL

I'd like to thank Stan Hart and George Woodbridge for blasting those fascist pigs!

Lyle Padilla
Deptford, NJ

I would like to commend MAD for the "Model Majority Manual." The only sad part is that you are not exaggerating.

Barbara S. Lang
Swanton, OH

Congratulations on what you did to the "Moral Majority" and their right-wing, conservative stand on the issues of the day. If their ideas became law, it would set us back to the dark ages! I only hope that Jerry Falwell, president of Moral Majority, Inc. read your article and had a hissy fit!

Mitzi C. Bowling
Durham, NC

I have been a faithful fan of MAD since 1957. In all these years I have never disagreed with you but I do now. In your April issue you attacked the Moral Majority. While I do not agree with their extreme right-wing excesses and recognize your right to poke fun at them, I am upset by your comments on abortion. You showed yourself to be insensitive to a very painful issue.

There are many of us, in and out of religion, who are disturbed by the epidemic of abortions among teenagers. Too many use it as an easy cop-out rather than deal with pregnancy. Too many doctors prescribe it rather than council the many alternatives.

The Right To Life Movement believes that every human being deserves a chance for human dignity no matter what their age or physical condition. When a society decides that any life is expendable, then all life is threatened.

(Father) Dick Lonsdale
Greenville, MA

It was very disappointing to see your pro-abortion view in the latest MAD. Years ago, your magazine had a reference to abortion which I often quote. It was, "Make Abortion Retroactive." That puts abortion in a different perspective. I'm sorry you've changed.

Dorothy Ramsey
Wichita, KS

I am a longtime fan of your magazine and am NOT a member of the Moral Majority. I was, however, shocked by the vicious streak in your "Model Majority" satire. Why is it such a terrible thing when conservative Christians get together to form a pressure group to press for legislation that they feel is important? Liberals, feminists, homosexuals, etc. have been doing this same thing for years. I'm sure that the Moral Majority is not actually a majority. But the Moral Majority "minority" has as much right as any other minority to make political noise in order to convince the public that they are right.

John Barnhart
Norfolk, VA

Jesus said, "Blessed are you, when men shall revile you, and persecute you, and shall *say all manner of evil against you falsely*, for my sake." Jerry Falwell and the Moral Majority will certainly be blessed as a result of your article on the Moral Majority.

Clyde Herrin
Bonner Springs, KS

I am a hardnose on freedom of the press, but your treatment of the values and beliefs of the so-called Moral Majority wasn't only MAD—it was INSANE! Woodbridge and Hart must have been on pills, powder, smoke or the juice when they created that Daffy Duck bit of far-fetched flatulence!

R.C. Burkholder
Tucson, AZ

Although I do support Jerry Falwell and his principles, I could laugh at most of your satire of him. But abortion is no laughing matter. More human life has been destroyed by legal abortions than by the Nazis during World War II. Not everything can be open to satire and ridicule. Abortion jokes are not funny. Some things are sacred.

Max Krishun
Lansing, MI

DEAD LETTER DEPT.

Enclosed is my subscription fee. (Yep, I'm gonna re-up once more!) Also, thanks for sending my magazine in a plain brown wrapper. I work for the Post Office and it would probably damage my image if people knew I was in the back reading MAD and not boxing their mail!

Mrs. Donald Fletcher
Port Arthur, TX

ONLY FIVE LEFT!

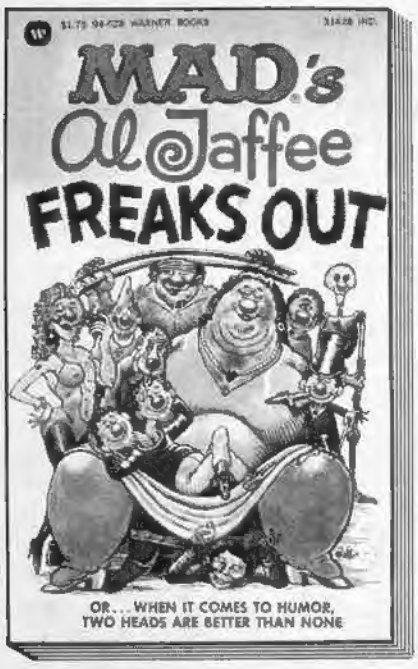
Yep...only five of these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid... suitable for framing, or wrapping fish, or lining bird cages, or training puppies....left our offices last week! So don't worry! We got plenty in case you're sucker enough to want one! Just mail 60¢ for one, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81 to: MAD, 485 MADison Avenue, New York, N.Y. 10022

Please Address All Correspondence To:
MAD, Dept. 232, 485 MADison Avenue
New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed stamped envelope!

COLLECT DOUBLE INDEMNITY!

HERE'S YOUR INSURANCE AGAINST DEADLY READING MATTER!



FIRST

YOU'LL BE "IN SICK HANDS" WITH THIS ALL ORIGINAL, ALL NEW, "ALL-STATE"-OF-THE-ART AL JAFFEE "DIVIDEND"!

THEN

YOU'LL GET "A PIECE OF THE ROCK"-HEAD WITH THIS "30-YEAR ENDOWMENT" OF "PREMIUM" ARTICLES FROM PAST ISSUES!

THEY'RE BOTH IN KEEPING WITH MAD POLICY!

(MAINLY...YOU'RE THE SOLE BENEFICIARY...WHILE YOU DIE LAUGHING!)

---------- use coupon or duplicate----------

MAD
485 MADison Avenue
New York, N.Y. 10022

NAME_____

ADDRESS_____

CITY_____

STATE_____ ZIP_____

PLEASE SEND ME:

☐ AL JAFFEE FREAKS OUT

☐ THE EXPLOSIVE MAD

I Understand That No Salesman Will Call!

ALSO PLEASE SEND ME THESE OTHER IDIOTIC MAD PAPERBACK BOOKS I'VE CHECKED BELOW:

- ☐ The Dirty Old **MAD**
- ☐ Polyunsaturated **MAD**
- ☐ The Recycled **MAD**
- ☐ The Non-Violent **MAD**
- ☐ The Rip-Off **MAD**
- ☐ The Token **MAD**
- ☐ The Pocket **MAD**
- ☐ The Invisible **MAD**
- ☐ Dr. Jekyll & Mr. **MAD**
- ☐ Steaming **MAD**
- ☐ **MAD** at You
- ☐ The Vintage **MAD**
- ☐ Hooked on **MAD**
- ☐ The Cuckoo **MAD**
- ☐ The Medicine **MAD**
- ☐ A **MAD** Scramble
- ☐ Swinging **MAD**
- ☐ **MAD** Overboard
- ☐ **MAD** Clowns Around
- ☐ The **MAD** Treasure Chest
- ☐ **MAD** Sucks
- ☐ Super**MAD**
- ☐ Abominable Snow **MAD**
- ☐ **MAD** About The Buoy
- ☐ **MAD** for Kicks
- ☐ The Uncensored **MAD**
- ☐ Pumping **MAD**
- ☐ **MAD** Horses Around
- ☐ The Eggs-Rated **MAD**
- ☐ A **MAD** Carnival
- ☐ **DON MARTIN** Steps Out
- ☐ **DON MARTIN** Bounces Back
- ☐ **DON MARTIN** Drops 13 Stories
- ☐ **DON MARTIN's** Captain Klutz
- ☐ **DON MARTIN** Cooks
- ☐ **DON MARTIN** Comes on Strong
- ☐ **DON MARTIN** Carries On
- ☐ **DON MARTIN** Steps Further Out
- ☐ **DON MARTIN** Forges Ahead
- ☐ **DON MARTIN** Digs Deeper
- ☐ **DON MARTIN** Grinds Ahead
- ☐ **DAVE BERG** Looks at the U.S.A.
- ☐ **DAVE BERG** Looks at People
- ☐ **DAVE BERG** Looks at Things
- ☐ **DAVE BERG** Modern Thinking
- ☐ **DAVE BERG** Our Sick World
- ☐ **DAVE BERG** Looks at Living
- ☐ **DAVE BERG** Looks Around
- ☐ **DAVE BERG** Loving Look
- ☐ **DAVE BERG** Looks, Listens & Laughs
- ☐ **DAVE BERG** Looks at You
- ☐ The All-New **SPY vs. SPY**
- ☐ **SPY vs. SPY** Follow Up File
- ☐ 3rd **MAD** Dossier of **SPY vs. SPY**
- ☐ 4th **MAD** Classified **SPY vs. SPY**
- ☐ 5th **MAD** Report on **SPY vs. SPY**
- ☐ A **MAD** Look at Old Movies
- ☐ Return of **MAD** Old Movies
- ☐ **MAD**-vertising
- ☐ A **MAD** Look at TV
- ☐ A **MAD** Guide to Leisure Time
- ☐ A **MAD** Guide to Self-Improvement
- ☐ A **MAD** Guide to Fraud & Deception
- ☐ **AL JAFFEE's** Snappy Answers
- ☐ **AL JAFFEE's MAD** Book of Magic
- ☐ More **AL JAFFEE's** Snappy Answers
- ☐ **AL JAFFEE's** Monstrosities
- ☐ Still More **AL JAFFEE's** Snappy Answers
- ☐ **AL JAFFEE MAD** Inventions
- ☐ Lord! Another **JAFFEE** Snappy Answers
- ☐ **ARAGONES** "Viva **MAD**"
- ☐ **ARAGONES** MAD about **MAD**
- ☐ **ARAGONES MAD**-ly Yours
- ☐ **ARAGONES** In **MAD** We Trust
- ☐ **ARAGONES MAD** as the Devil
- ☐ **ARAGONES** Incurably **MAD**
- ☐ **ARAGONES** Shootin' **MAD**
- ☐ **ARAGONES MAD** Marginals
- ☐ **MAD** As a Hatter
- ☐ **MAD** for Better or Verse
- ☐ Sing Along With **MAD**
- ☐ **MAD** About Sports
- ☐ **MAD's** Talking Stamps
- ☐ The **MAD** Jumble Book
- ☐ More **MAD** About Sports
- ☐ **MAD** Around the World
- ☐ **MAD** Goes Wild
- ☐ Get Stuffed With **MAD**
- ☐ **MAD** Word Power
- ☐ Politically **MAD**
- ☐ **MAD** Look at the Future
- ☐ **MAD** Book of Mysteries
- ☐ **MAD** Cradle to Grave Primer
- ☐ **MAD** Make Out Book
- ☐ **MAD** Clobbers the Classics
- ☐ **MAD** Book of Revenge
- ☐ **MAD** Guide to Careers
- ☐ **MAD** Survival Handbook
- ☐ History Gone **MAD**
- ☐ The **MAD** Worry Book
- ☐ **MAD** Stew
- ☐ The Sound of **MAD**
- ☐ **EDWING** Bizarre Bazaar
- ☐ **EDWING** Book of Almost Superheroes
- ☐ Clod's Letters to **MAD**
- ☐ **PORGES** How Not To Do It

On orders **outside** the U.S.A., be sure to **add 15% extra.** Allow at least **8 weeks** for delivery.

I ENCLOSE $1.50 FOR EACH (Minimum Order: $4.50)

We cannot be responsible for cash lost or stolen in the Mails. **Check or Money Order preferred!**

In the past, Americans have always had heroic figures to look up to... rugged straight-shooters like John Wayne and Matt Dillon, or Superheroes like Batman and Superman. Unfortunately, all that has changed. The role models for today's

THE GREATEST

Look! Up in the sk—I mean... Look! Down on the ground...!
It's a NERD!!
It's a PAIN! groan—
It's ALF... again!!
Shape up, Alf! Suck in your gut and get your red flanneled butt airborne! Off we go... into the wild blue yonder—
Gi'me a break, Bull! I'm sick of flying and crashing! I'm a Teacher! I want to be involved in "teaching" things... like being abused by surly parents, bullied by incompetent school administrators and threatened by oversized teenage students! I want to promote kids who can't read!!
Holy Wright Brothers, Batsman! Is that clod one of US?!?
I'm afraid so, Reuben! They just don't make Superheroes... and automobiles ...the way they used to!!
Believe it or not, he's still on the air!
We never thought he'd hang on so long!
With that silly suit and blonde, curly hair—
So much was wrong...
Including this hot, rot-ten song!
THE GREATEST AMERICAN HERO.
RATS!
SONY-BONO
OY!
WGT DRUCKER

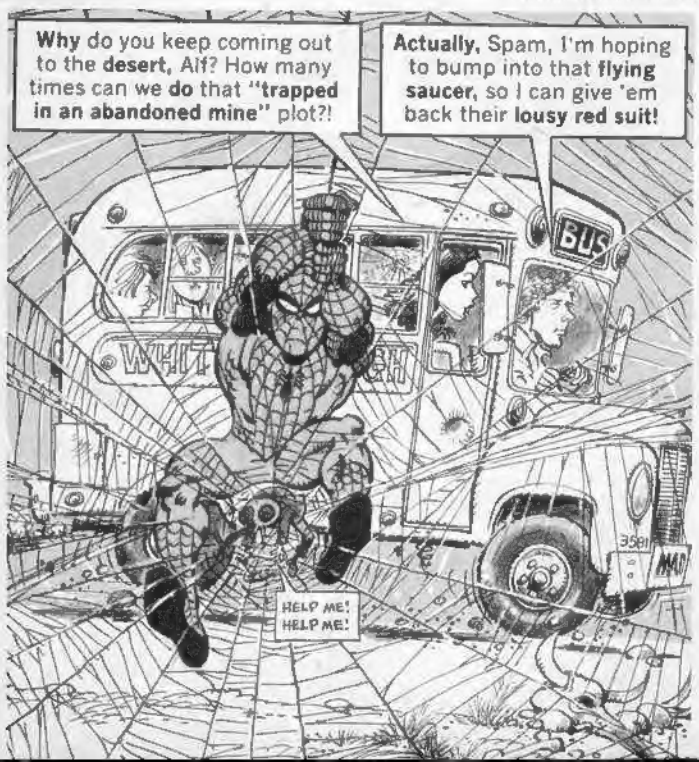
teenagers are guys like J.R. Ewing and the Dukes of Hazzard. And as for Superheroes... well, there's a new series on TV that features a modern-day version of the old comic book characters. And on a scale of 1 to 10, we rate him as...

AMERICAN ZERO

Okay, Alf! We'll call it a day! Put on your civies!
I'd like to, Bull! I really would! But I can't! Because some creeps ripped off the phone booth where I stashed all my clothes! Boy, I'll bet Clark Kent never has this trouble!
Speaking of Clark Kent, did you ever notice the way he has his hair cut? You ought to try it! I mean... you look like Shirley Temple!! Ol' J. Edgar would've drummed you out of the Agency!!
BIG AGENT
BRAKE FOR STARLETS
TRASH
MOVIE SCRIPS
TV SCRIPS
HELLO!

Where we goin' on our Field Trip, Mr. F.?
The desert!
Man, not that again! Every time we do the desert scene, we get kidnapped, attacked, shot at or sunstroke!
Yeah, it's almost as dangerous as goin' t' the John in this school!
BUS
BOARDWALK
PARK PL
MARVIN GARDENS
DESERT

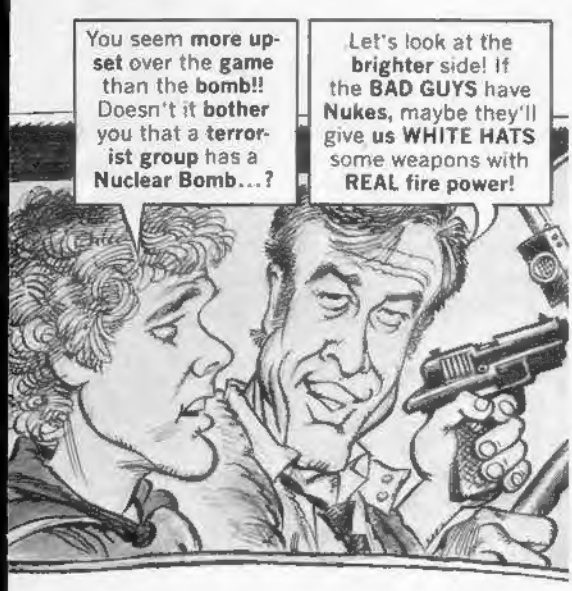
ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE


Why do you keep coming out to the desert, Alf? How many times can we do that "trapped in an abandoned mine" plot?!
Actually, Spam, I'm hoping to bump into that flying saucer, so I can give 'em back their lousy red suit!
BUS
HELP ME! HELP ME!

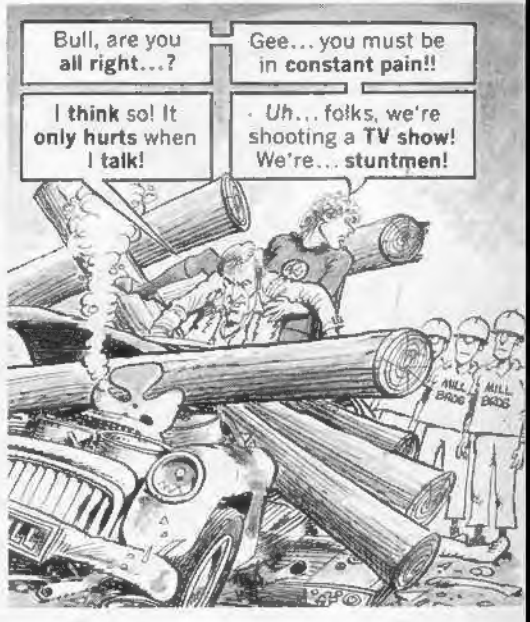
Pony, this is not what I had in MIND when I said we were going on a trip to study Nature!
You study Nature YOUR way... and we'll study Nature OURS!
Honda, can you identify this plant?
Gi'me a hint, Mr. Finkley! Do you smoke it...? Sniff it...? Or pop it...?
SCHOOL BUS
ROCK CONCERT
STONES

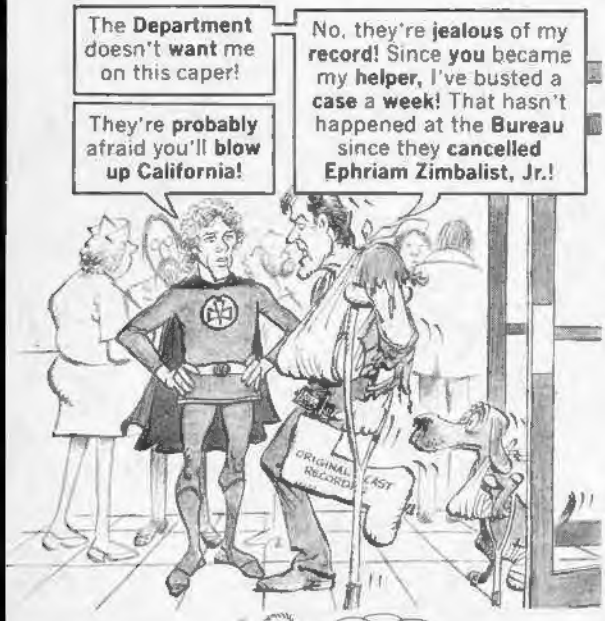
Look who's here!! It's Mixwell...!!
I been readin' about you Feds, and your dirty tricks, Mixwell!
You're kiddin'!? Ol' Saddle Shoes knows some dirty tricks...? How about introducin' us to a couple of 'em, Mixwell?
Get rid of the Dead End Kids, Alf! We got a May Day Top Priority Red Alert! Give the Counselor a whip and a chair! She can take over!

This'd better be important, Bull!
Christmas?? July Fourth?
Alf... what's the most sacred day of our calendar?
No... it's Super Sunday! And guess what happened...?
While all LOYAL Americans were watching the game yesterday, some group of left-wing pinkos broke into an armory and stole a Nuclear Bomb!! Can you believe it ... during the Super Bowl?!


You seem more upset over the game than the bomb!! Doesn't it bother you that a terrorist group has a Nuclear Bomb...?
Let's look at the brighter side! If the BAD GUYS have Nukes, maybe they'll give us WHITE HATS some weapons with REAL fire power!

I mean... these pea shooters we're issued are a DISGRACE! Why, they couldn't bring down a BUTTERFLY!
BLAM!
BO'S DERRICK #10
LUCKY


Bull, are you all right...?
Gee... you must be in constant pain!!
I think so! It only hurts when I talk!
Uh... folks, we're shooting a TV show! We're... stuntmen!
MILL BROS
MILL BROS


The Department doesn't want me on this caper!
No, they're jealous of my record! Since you became my helper, I've busted a case a week! That hasn't happened at the Bureau since they cancelled Ephriam Zimbalist, Jr.!
They're probably afraid you'll blow up California!
ORIGINAL CAST RECORDING

How about doing a holograph for me?
You want me to try to get the terrorist hideout?
No... "General Hospital"! If you miss one episode, it's tough to catch up!

Bull... I can't get a TV show!
I'll bet you could if you hadn't lost that Instruction Book!! Here... try these...

I don't WANT to be a TV set!! If you give me something that belonged to one of the terrorists, maybe I can use it to tune in their hideout...
Here... !! Try this! I picked it up at the scene of the crime!!
A USED KLEENEX!?! Yecch!! I think I'm getting something!!
A vision of their hideout?
No... a little nauseous!
TAXI
Wait! I'm getting something!
Man, we should've swiped a Nuclear Bomb years ago!
Right! Like we lost a lot of good people trying to build a bomb!
Yeah, and they can't be replaced! Chem Majors aren't interested in revolutions! They're selling out for big bread today!
BILL for SERVICE
They're holed up in a shack in the hills! Their Leader wants to go on PRIME TIME TV...!
Everybody wants to get into Show Biz, because you don't need talent today! Just some far-out costume... a weirdo hairdo... and tight pants!! Uh... Alf, you got a guitar?
Forget it, Bull!
Those guys make big bucks, Alf! Whaddya say...? I could be your Manager!!
YUPITZ
TOUGH
BUS STOP
He doesn't want to sing on the tube, Bull! He wants exposure for his manifesto!
No way is he gonna expose himself on American TV! Not while I'M around, he ain't!
BUS STOP
SCREEEECH!
Thank you young man!
You're welcome, Ma'am!
Bull, a manifesto is a statement of their aims!!
Nobody's going to watch some hippie weirdo spouting a bunch of wild senseless garbage!
Don't be too sure! Have you seen the new shows?!? He might be a big hit!!
MY FARE, LADY.
GREATEST AMERICAN HERO
Bull... look!! She's holding up the bus!!
Forget it! Who asked you to play Boy Scout!? Now, here's our game plan! You grab the bomb, and I'll drop a net over those guys!!
They planted the bomb in a public building! Even if the Government meets their demands, they intend to detonate it! It's their way of making an anti-nuclear statement!
I miss the good old days when crooks didn't make statements, except maybe "Stick 'em up!"!
FEED A BIRD TODAY.

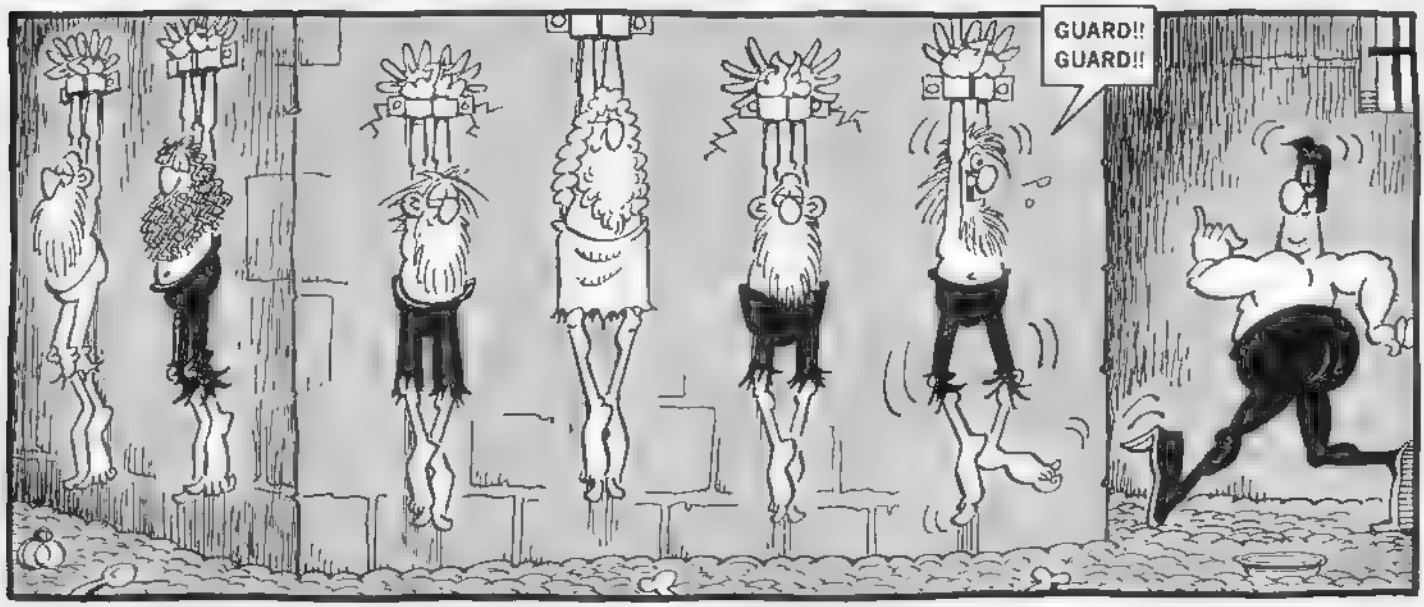
We'll go by the book, and put 'em under surveillance!
Sure! There's lots of neat stuff in here about finger-prints and wrist-radios! Like... do you know how Dick Tracy captured Prune Tush...?!?
Bull, is that really a Dick Tracy book?!?
DICK TRACY'S CRIME STOPPERS BOOK
I DON'T want to KNOW! I WANT to get out of this SUIT!! I've got a date with SPAM!! Get some AGENTS to help you!!
I can't! This has to be UNOFFICIAL! I think we violated their rights when you got that HOLOGRAPH without a Court Order!
There's been a change in plans, Spam! Bull wants us to go on a STAKEOUT with him!
What?!? Bull is inviting us OUT for a STEAK?!
Not OUT for a STEAK! A STAKE—OUT!
Okay, boys 'n' girls! Put a dimmer on the Abbott and Costello bit! We're running out of time!
We can't park the car in front of their place! It looks suspicious! Spam will have to go under cover!!
Why SPAM...?!?
It's a command decision, Alf!! I need YOU for emergencies... and I have to man the Mobile Communication Center!
Some Mobile Communication Center! TWO PAPER CUPS and a PIECE OF STRING!
The Department lifted my Walkie-Talkie! Something to do with Reagan Budget Cuts!!
TAXI
This is Red Fox to Frosty The Snow Man! Do you read me...??
I know this show's supposed to be a FANTASY, but who'll believe that a brilliant and successful Attorney could be talked into doing ridiculous stunts like THIS every week?!
The very same idiots who'll believe that a School Teacher can put on a suit of red flannel underwear, and fly!!
MAN MADE SNOW
Oh-oh! Back to the huddle! We've got to up-date our scenario! They just sacked our Quarterback!!
What are you SAYING...?!? Talk ENGLISH! No, don't talk! ACT it out!!
Sounds like Miss Piggy? Pig? Bacon? Ham? Sounds like ham! SPAM!! They've got SPAM!!
I'm going after her, Bull!!!
Don't panic! Put on these whiskers...! Put this pillow under your suit...! And go down their chimney!!
Bull, I don't believe it!! Spam is in DANGER, and YOU want ME to play SANTA CLAUS?!
Ahh, it probably wouldn't work anyway! Atheist hippies don't believe in Santa Claus! I guess I'll have to talk them out of it!
EMERGENCY

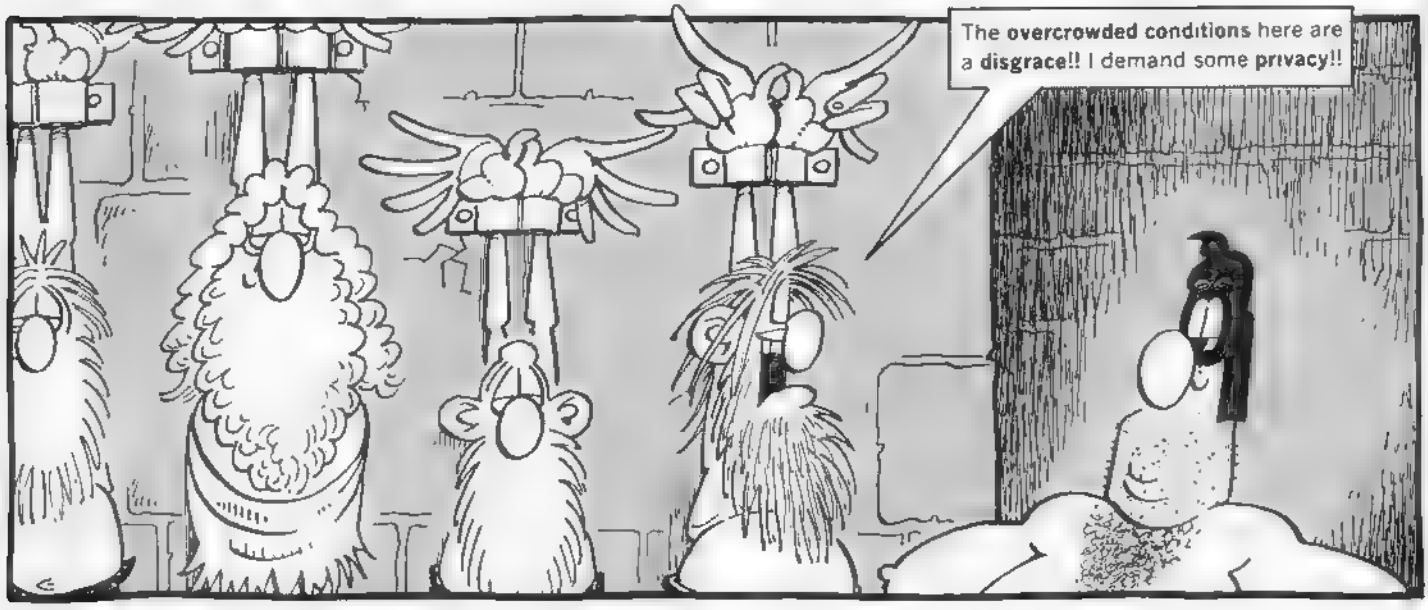
BONSAI EXHIBIT
This is the FBI! We've got you all surrounded! Let the girl go and come out with your hands in the air...
You pigs better split, or we'll waste the chick and blot the Nuke!
You're doing GREAT, Bull!
I'm gonna lay it on the line, you guys That's a dumb play! Like passing in your own end zone!
Your thinking is fragmented! Run this scenario past your scanner!
You give up, and nobody's hurt!!
It's your only move! Your backs are to the wall!
You're pinned down!
You're looking down the ol' gun barrel!
We got you by the gazongas!
You're cut off at the pass!
Your goose is cooked!
You have nothing to fear but fear itself!!
Winning isn't everything.
We surrender!! Don't shoot!! We give up!! Just make that crazy dude stop talking! PLEASE!!
That goes for me, too! If I hear one more cliche, I think I'll SCREAM!
I SPY
Okay, punks! Where's the Nuclear Bomb you stole?
It's in the Fernando Valenzuela High School! It's set to go off in half an hour!
Holy Super Heroes! That's my school, Bull!
But I thought your school was named "Witless High"!
They changed the name of the school after the World Series! This is California, you know!!
I SPY
I've got to get to the school, Bull! Those are my students that are going to be blown up!
The weirdo in the red leotards is a TEACHER?! No wonder the Reading Scores are so low!!
Counselor... be a sweetheart and look after these punks! Let's go, Alf! It's wild blue yonder time!
Watch it, Alf! A woman pilot!!
I wonder if my Flight Insurance covers this!
Come back with my bras, you perverts!
Man, talk about your "No Frills Airlines"!

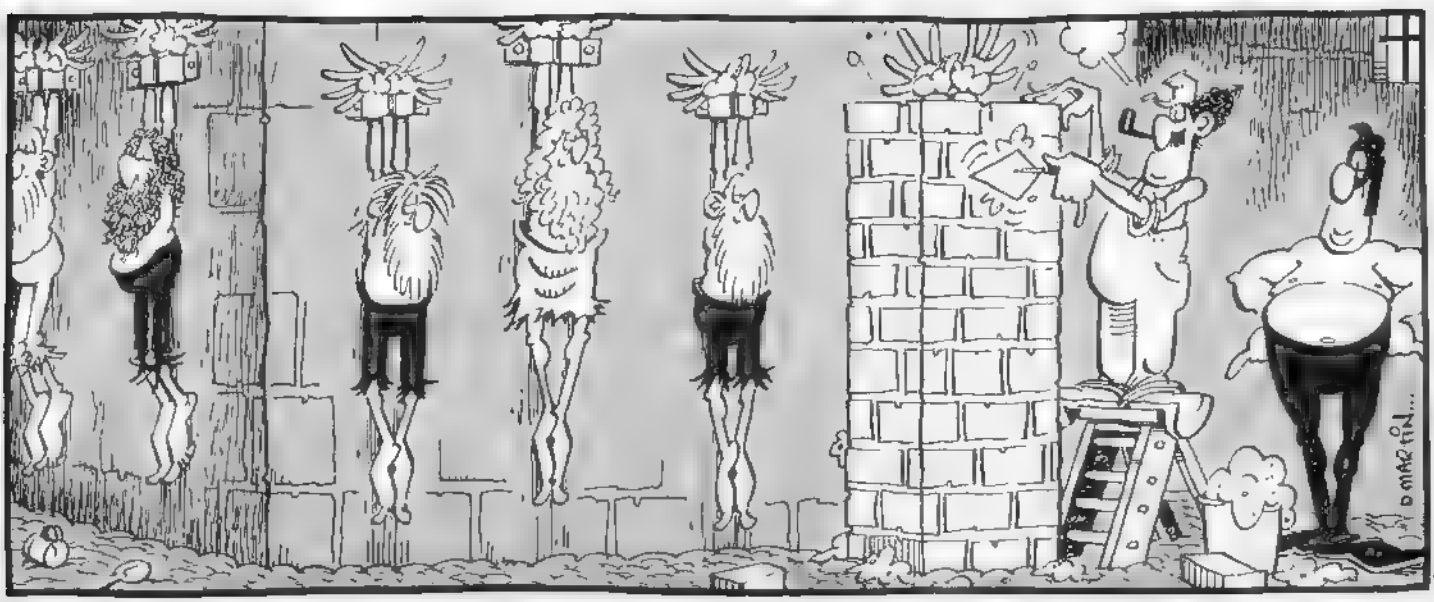
Phew! We made it!!
Oh-oh!! What's THAT!!
Hmmm! It s the old "Cuckoo Clock Timing Device"! I haven t seen one of those babies since Korea! When the clock strikes the hour, the bird comes out and sets off the bomb s firing mechanism!
TIC TOC
Boy, I hate Cuckoo Clocks! I had one once: Every hour, the bird would pop out and go, "Coo-coo! Coo-coo! Coo—"
Bull! Stop talking and DO something . before the bomb goes off!!
TIC TOC TIC TOC TIC
Hold these doors shut while the Old Pro operates!
You sure you know what you re doing?
A piece of cake! I've seen th.s kind of thing done DOZENS of times—in World War II movies!
"Another job well done—by the FBI in action!" I always wanted to say that!!
Bull, I can't take any more of this "Super" stuff!! I almost caused a plane crash today and last week, a flock of birds thought I was a flying latrine—
Hey!! It's a FLYING SAUCER!
ATARI
Alf Finkley, we ve come back to TALK to you!
Well I'M glad to see YOU, too! Listen, I think you gave this suit to the wrong person! I'm a TEACHER, not a Crime Fighter!
We know what you are, Mr Finkley! On OUR planet, Education has top priority! Teaching s our HIGHEST-PAID Profession!
Teachers get more money than jocks, or rock stars, or TV anchor men, or union leaders?! That s downright UN-AMERICAN!!
Mixwell, if you don't shut up, we'll put you in orbit around the Earth!!
Wow!! You guys really ARE a super race!! You actually made Bull stop talking!
Finkley, we GAVE you that suit because you ARE a Teacher! Now USE IT!!
Now hear this! There's going to be a new set of rules for this class!
Nobody will speak unless I give him permission!!
Homework wil be handed in every day!
You will study for all exams!
And anybody fool sh enough to cut class will have to answer to me! Is that clear?
Yes, Mr Finkley!
Uh . could I please return to my seat, Mr. Finkley ... SIR?!?

DON MARTIN DEPT. PART I

ONE GLOOMY DAY IN THE DUNGEONS





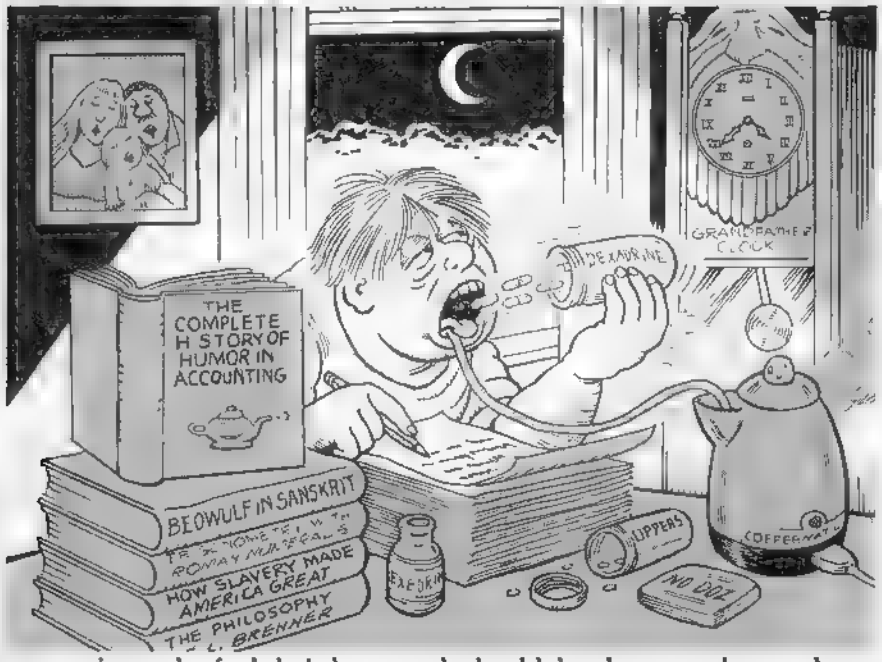


DETEST PAPERS DEPT.

THE MAD STUDENTS HAT

ARTIST: AL JAFFEE

DON'T YOU HATE...



...teachers who feel their homework shouldn't take more than an hour, and never consider you have six other teachers who feel the same way.

DON'T YOU HATE...

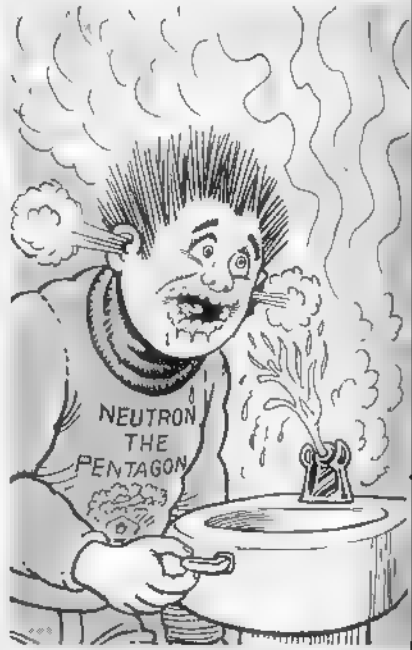
...having a teacher with toilet breath who constantly looks over your shoulder.

DON'T YOU HATE...

...being asked what you got on your report card when everyone knows you had to have done lousy.

DON'T YOU HATE...

...washroom sinks that never deliver any hot water...



...and drinking fountains that only deliver hot water.

E BOOK

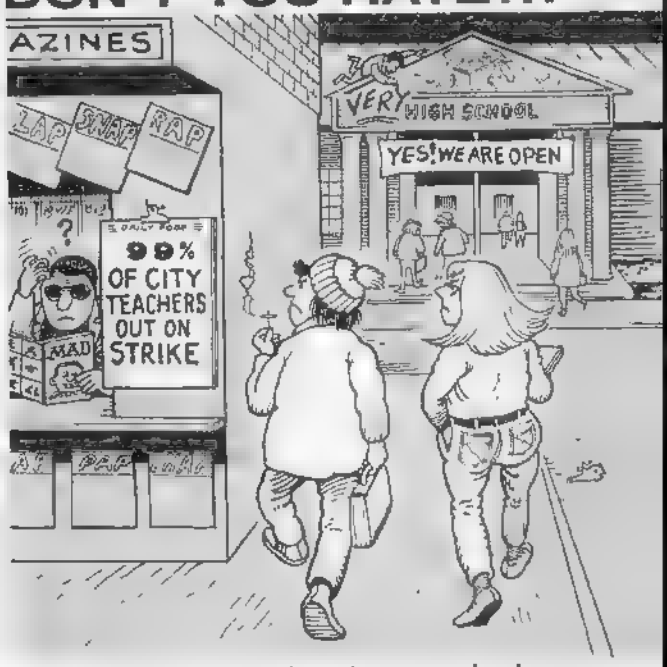
WRITER: AL JAFFEE AND JODY REVENSON IDEA BY: MIKE CLAUSSEN

DON'T YOU HATE...

DO A 5000 WORD REPORT ON ONE OF THE FOLLOWING:
A) STONEHENGE, WHY?
B) WELSH POETRY
C) THE ROSETTA STONE
D) DESERT FLORA
E) SONGS OF THE TREE FROG
F) COURTSHIP IN ANTARCTICA
G) BUSHMAN HOLIDAYS
H) LEECHING CURES
I) PYGMY DANCES
J) GUANO WORSHIP
K) MEDIEVAL HERALDRY

...when your teacher suggests the topics for term reports and there isn't one single subject that doesn't make you nauseous.

DON'T YOU HATE...



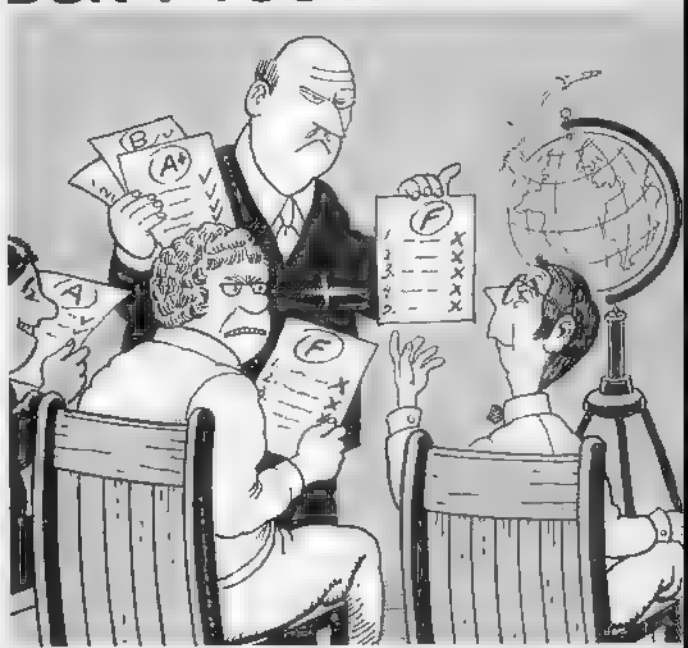
...when the teachers in your school are the only ones who refuse to go on strike.

DON'T YOU HATE...

...having study hall when all your friends have classes.

...having classes when all your friends have study hall.

DON'T YOU HATE...



...finding out that the kid you copied those test answers from is even dumber than you are.

DON'T YOU HATE...

...being the only one in class who isn't wearing designer jeans.

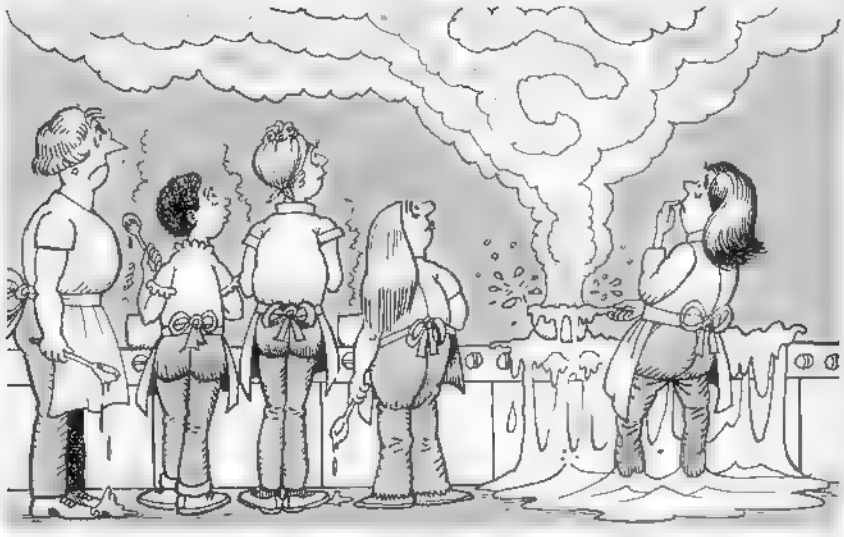
DON'T YOU HATE...

...biology class practical jokers.

DON'T YOU HATE...

...wobbly study hall or library tables.

DON'T YOU HATE...

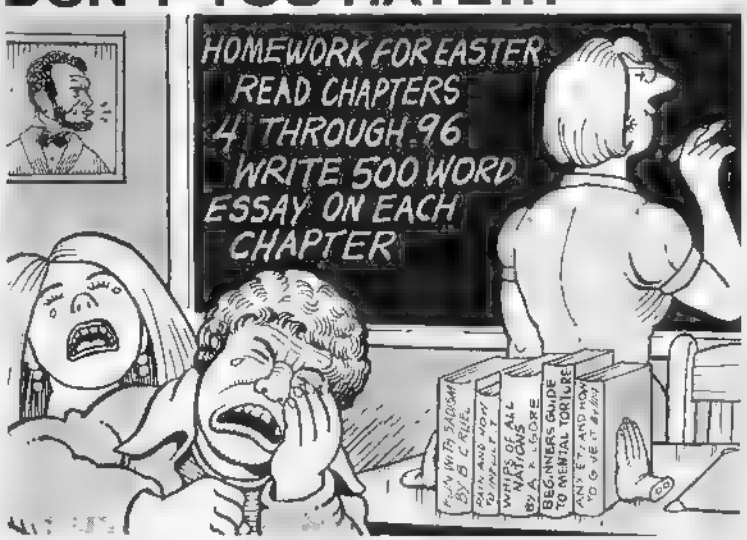


...being the only one in Home Economics who misread the recipe.

DON'T YOU HATE...

...sneezing in class and not having a hanky or tissue.

DON'T YOU HATE...



...teachers who assign homework over vacation breaks.

DON'T YOU HATE...

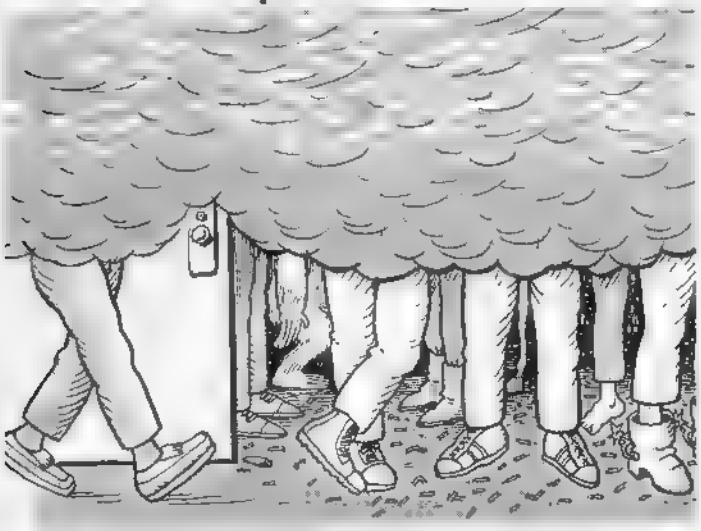
12 FEET
TEST CANCELLED
NOTICE
AMNESTY FOR TURNING IN DEADLY WEAPONS HAS BEEN EXTENDED ANOTHER WEEK
— PRIME MINISTER OF EVERYTHING IN THE WORLD

...having a test, that you studied all night for, cancelled.

DON'T YOU HATE...

...being the smartest one in the class.

DON'T YOU HATE...

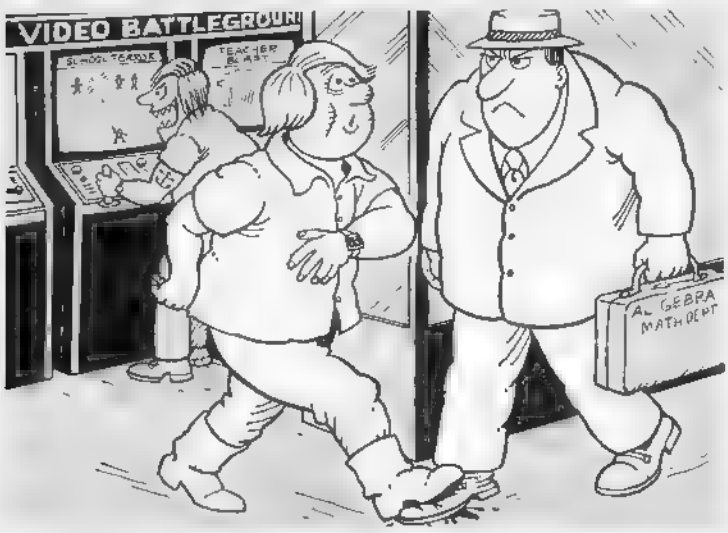


...walking into a bathroom filled with smokers.

DON'T YOU HATE...

...being the only one in Math class without a calculator.

DON'T YOU HATE...



...bumping into a teacher whose class you just cut.

DON'T YOU HATE...

...having a locker next to the smelliest kid in school.

POST DATED DEPARTMENT

One of the new plagues to befall mankind during the past generation is Junk Mail. The type of advertising trash that postmen now deliver hadn't even been conceived in our grandparents' time. Which is our bad luck. But it also may have been very

IF JUNK MAIL HA

ARTIST: GEORGE WOODBRIDGE

A Special Invitation From Dinosaurs-By-Mail, Inc.

TRY OUR BRONTOSAURUS IN THE PRIVACY OF YOUR CAVE FOR TEN DAYS...FREE!

Dear Fellow Neanderthal:

We want you to see for yourself how a single egg from one of our beasts can provide a full week's omelet for your entire village. Or, if you prefer, let the egg hatch, and then freeze the young one for your winter meat supply.

If, after ten days, you don't agree that our brontosaurus is everything we claim, just send him back and pay us nothing. It's our way of acquainting preferred semi-humans like yourself with our products. Order now while supplies last.

DINOSAURS-BY-MAIL, INC.
Dripping Fern Trail Great Primeval Ooze 53127

SEND NO TRINKETS NOW–OUR BRUTES WILL COLLECT LATER

DON'T LET RISING COSTS PREVENT YOU FROM BEING BURIED IN A PYRAMID

Dear

Our records show that you're a respected citizen of the Twelfth Dynasty who'd like to be laid away in a classy pyramid just like our lately departed pharaoh. But chances are that the labor costs involved in a 30-year construction job are beyond your means.

Well, you needn't be resigned to leaving your carcass for the buzzards. We'll supply everything needed to build your own pyramid for less than you'd expect. That includes blueprints, stones and hoisting rope all delivered right to your tent. Send for details now!

PYRAMIDS-R-US

R.R. 2, Omar's Oasis Great Sahara Wasteland

EAT RIGHT... AND LIVE TO BE 40!

SALT

THE MIRACULOUS NEW ORGANIC PRESERVATIVE FROM FLAT EARTH HEALTH FOODS

Dear Nauseous Person:

Reputable wizards and other medical experts are beginning to agree that tainted food can be harmful to your health. Here at Flat Earth Health Foods, we've discovered the pure, natural additive that prevents meat from turning putrid and getting green scum all over it.

It's granulated salt, formerly available only to the rich from spice mongers, but now within the budget of common wretches like yourself. No side effects except maddening thirst. Place a trial order today.

FLAT EARTH HEALTH FOODS
Alchemy Arts Bldg. Hanging Gardens, Babylonia

unfortunate for our ancestors. With no radio or TV to provide them with advertising, they probably would have welcomed the mail order offers we now consider such a nuisance. And so, MAD envisions what postmen long ago might have delivered . . .

D ALWAYS EXISTED

WRITER: TOM KOCH

Get A "Welcome Barbarians" Pennant Free Just For Chatting With An All-Dukedom Agent

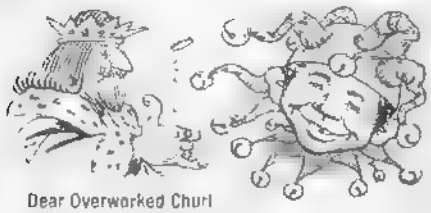
Dear Potential Victim:

Chances are that the Mongol Hordes will soon overrun your village. Once you're required to open your home to the invaders, you may find that you don't have enough household insurance to cover the resulting damage.

Just think how much bric-a-brac a clumsy Hun can destroy, and then rush to see your All-Dukedom Insurance Agent. He'll give you a free "Welcome Barbarians" pennant that may save your neck while he tries to save your property.

You're In Good Hands With All-Dukedom

Learn to be a Highly-Paid Fool The Easy Home-Study Way



Dear Overworked Churl

Court Jesters and skilled knaves earn big money, plus such fringe benefits as getting to sleep indoors and eat unrotted food. So why not leave your drab dolthood behind with a home study course from the famed College of Fools?

You'll receive guidance in juggling, somersaulting and other oafish arts. To enroll, just fill out the coupon below (which happens to be a binding legal contract) and mail it today.

I want to make a fool of myself, which is why I am signing this coupon and agreeing to pay whatever you charge for your juggling and somersaulting course.

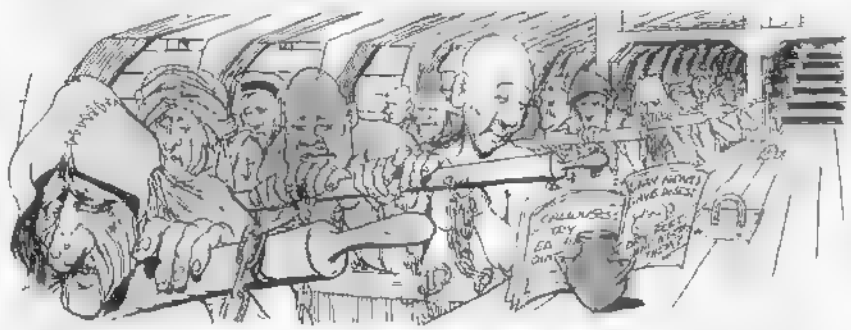
SIGNATURE _____

ADDRESS _____

College of Fools

Box 46, Thieves' Station, Dawdling-On-Thames

at last! a magazine expressly written for a busy galley slave like yourself!



Dear Oarsman:

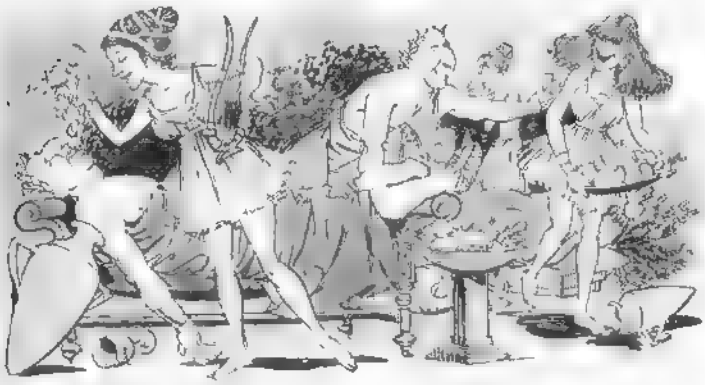
Pursuing a lifetime career like yours means that a fellow is always on the go, with little time for extensive reading to keep up with new developments in your field.

That's why you'll welcome AEGEAN NEWS & SLAVE DIGEST, the fact-filled publication that's concisely written with you in mind. It contains all that a professional rower needs to know, boiled down to a few words that can be scanned during those brief work breaks.

STEAL 4 PIECES OF SILVER AND SEND THEM AT ONCE FOR 12 BIG ISSUES OF

AEGEAN NEWS & SLAVE DIGEST

YOU'LL CAROUSE WITH CLASS AS A MEMBER OF THE EXCLUSIVE ROMAN ORGY CLUB



Dear Decadent Citizen

You have been selected from among our city's most aristocratic drunks to receive this membership invitation from the new Roman Orgy Club. Deluxe facilities include ample wine served by charming maidens, relaxing massages given by charming maidens and anything else you have in mind provided by charming maidens.

If you're tired of the smelly peasants who hang out in singles bars, you'll want to join while we still have openings. Send your application today!

MEMBERSHIP APPLICATION

NAME _____

IMPRESSIVE TITLE _____

ADDRESS _____

QUALIFICATIONS: (Check one)

☐ I come from an influential family and possess great wealth
☐ I possess great wealth, so never mind the family bit.

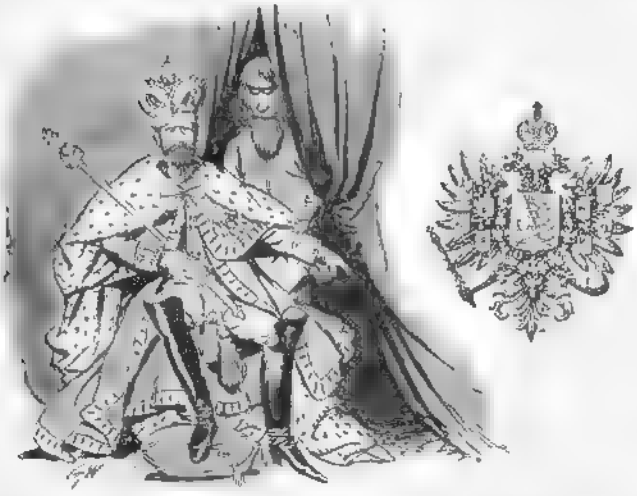
At The Sussex Mercantile Shop THE BLACK PLAGUE Is Your Good Fortune

Dear Lucky Survivor:

Whoo boy, has the recent plague made us feel silly! Frankly, our buyers never dreamed that 95% of the population would be wiped out this season. As a result, we're overstocked on fashionable hair shirts in all sizes. Those healthy enough to get to our store can save big money while supplies last

For Personalized Service, Ask For Hugo Merlin Dunston Anyone Who's Still Alive

THE COMMITTEE TO RETAIN THE CZAR URGES YOU TO EXAMINE THE ISSUES



Dear Monarchist Sympathizer:

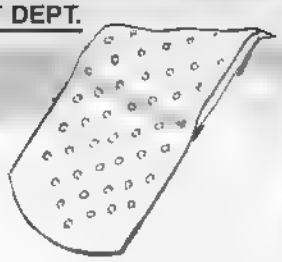
We know that your mailbox is filled these days with campaign trash from the Bolsheviks, Marxists and other crackpot organizations, all trying to win your support in the coming Russian Revolution.

You're undoubtedly sick of receiving all that junk mail, and that's why we urge you to support Czar Nicholas when the fighting spreads to your village. He never sent the peasant class any unwanted mail before, and he promises that you'll never hear from him again once he's back in power.

STAND UP FOR NICHOLAS IN '17

"The People's Tyrant"

(This literature paid for by the Committee To Retain The Czar)



Webster defined FIRST AID as "the treatment given in an emergency before full medical care can be obtained." But that definition was handed down by Webster as he lay bleeding to death in a street, so it can't be taken too seriously. For our purposes, we will define FIRST AID as the treatment given in an emergency before full medical care can be obtained, but then, who takes *Mad* seriously?!? So join us as we bleed a bad idea to death in...

A MAD GUIDE TO FIRST AID

ARTIST, ANGELO TORRES WRITER DICK DE BARTOLO

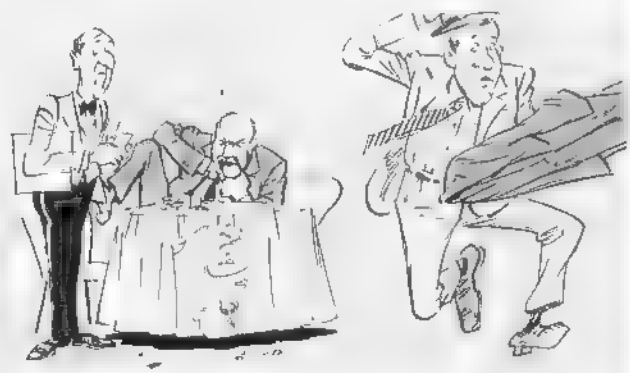
CHAPTER I TREATMENT FOR CHOKING IN A RESTAURANT

1. Find out what victim is choking on.

2. Don't order that dish for yourself.

3. Force liquid down victim's throat. Make sure proper liquid is used. For instance, if the victim is choking on fish or fowl, use a chilled white wine. If victim is choking on meat, a red wine (room temperature) is preferred. If pizza, cold beer, etc.

4. If the forced liquid method doesn't work, try dislodging the offending blockage by several hard raps to the back. Sometimes the blockage is dislodged and vomiting occurs, so make up your mind first if you want to save the victim and be a part of a disgusting scene or leave the restaurant immediately and not get involved.



TREATMENT FOR CHOKING IN THE HOME

It is amazing what victims in the home have been known to choke on: nails, needles, pins, coins, keys, marbles, beads, earrings, hairpins, paper clips, bottle caps, rubber bands, buttons, shells, magnets, and cigarette lighters. If someone in your home is choking on something, find out what it is immediately and, if it isn't on this list, telephone us at once so we can add it.

CHAPTER II TREATING CUTS AND BRUISES

1. Remove all foreign objects from the skin. Domestic objects, of course, can stay.

2. Check for loss of blood. Loss of a quart or more is a threat to a person's survival, or worse, a sofa, rug, etc.

3. Study this diagram carefully! The little arrows indicate *pressure points*. By applying pressure to any of those areas there will be a slow-down or complete cut-off of blood going to that area, thereby stopping the bleeding. If the victim does not have these little arrows printed on his body like in the diagram, call a tattoo artist immediately and have it done. Remember, time is of the essence!

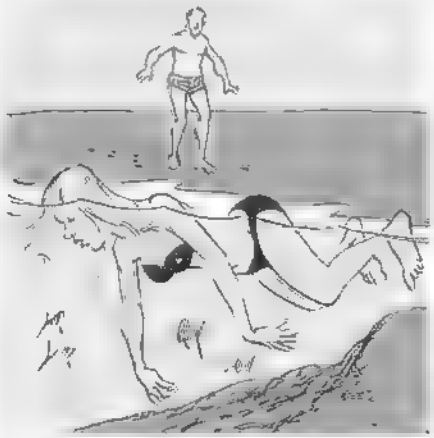
4. If a piece of wood, splinter of glass, etc. is embedded in the skin, use tweezers to remove it. If tweezers are embedded in the skin, obviously use a piece of wood, splinter of glass, etc. to remove them.

CHAPTER III RESCUING DROWNING VICTIMS

1. It is often difficult to spot a drowning person since the wild, frantic gestures they are making may well be their style of swimming. So, rather than place yourself in an embarrassing situation, approach only those you suspect may be drowning—like if they've been floating face down for over five minutes.

2. Since drowning rescues receive more press coverage than any other acts of courage, phone local newspapers to send their photographers to the scene before you attempt your brave act.

3. The two most effective methods of artificial respiration are mouth-to-mouth and mouth-to-nose. If you start with mouth-to-mouth and then wish to proceed to mouth-to-ear, you are becoming too emotionally involved.



4. The correct position to start artificial respiration is with the victim lying down. Tilt head back and remove loose objects from victim's mouth. While the tongue flops around a lot, don't remove it, as it belongs there.

5. Cleanse the wound with mild soap and water and then dress the area. Dark colors are preferred if the victim has a formal injury, light colors and pastels if it is a more casual wound.

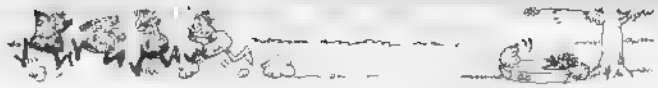
6. If the wound is particularly yecchy and can be seen by the victim, it is wiser to use the bandage to cover the victim's eyes than to dress the wound with it, thereby preventing him from barfing all over you!

7. Keep in mind that while all bacteria multiply rapidly, they have trouble with subtraction and division problems, so respond accordingly.

5. With your index finger and thumb, pinch the victim's nose closed to prevent loss of air. Then wipe your hand on a tissue. (No one said saving lives wasn't yecchhy!)

6. Open the victim's mouth wide, take a deep breath, and then, sealing your lips against the victim's lips tightly, blow into the victim's mouth. If the victim begins to raise off the ground, you are blowing too hard.

7. Continue until the victim is revived or you lose interest in the whole disgusting scene.



CHAPTER IV TREATING FROST BITE

1. Use extreme care in removing a frost bite victim from exposure to the elements, since a badly frozen person could shatter if dropped.

2. The effects of re-freezing can prove fatal. To make sure a victim doesn't begin to thaw out and then get re-frozen, place him in a deep freeze unit at a constant temperature until professional care is available.

3. Research has shown that the "fast thaw" method is most effective. However, a microwave oven is not recommended. Soaking in a nice, hot tub will work wonders, enabling you to relax while you're thinking of a way to treat the frost bite victim.

4. In the event you come up with the answer that maybe a hot tub would also be good for the victim, first warm his body internally by feeding him hot soup. Or, to save time, fill the tub with hot soup so the victim can eat and soak at the same time.

CHAPTER VI TREATMENT FOR SNAKE BITES

It is proven that a snake will bite only when cornered. Since your average, everyday forest has few corners, snake bites don't occur that often. Big cities are another thing. With all those corners, it's a wonder why half the population hasn't been bitten by snakes! With this in mind, be prepared to treat victims as follows:

1. Always carry pictures of the poisonous species in your area. If you come across a snake bite victim, show him the pictures before you begin treatment to make sure he was indeed bitten by one of the poisonous varieties, since many non-poisonous snakes try to hide their feelings of inadequacy by pretending to be of the lethal variety. If this should be the case, the victim doesn't need treatment, the snake does. Point out to the slimy-looking rascal that he's as good as his venomous brothers. A good pep talk has done wonders to alleviate this problem.

2. If indeed the victim has been bitten by a poisonous snake, apply a tourniquet a few inches above the wound if it is on the lower part of the body (below the heart) or a few inches below the wound if above the heart, since you must create the blockage between the wound and the heart. A tourniquet can be made from a handkerchief, rope, a tie, belt or any other garment. Using athletic socks is not advisable, since many victims have survived the snake bite but succumbed to suffocation from lethal odors.

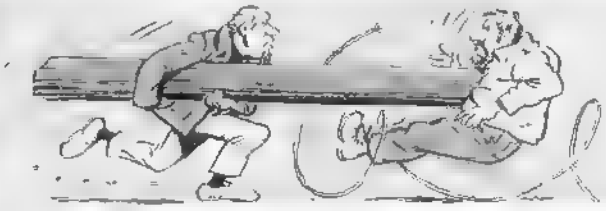
CHAPTER V TREATING ELECTRIC SHOCK

Since many frost bite victims die of electric shock due to some idiot trying to heat soup in a bath tub with an electric heating coil, the first aider should be ready to take necessary steps should this problem occur.

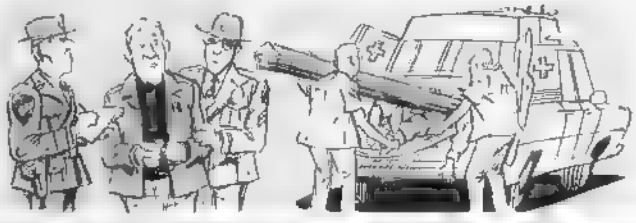
1. Shut the power immediately. This will prevent *your* getting shocked.

2. Call up the electric company and tell them you don't wish to be charged for the sudden surge of power that just registered on the meter. Failure to do this will result in further shock when the huge bill comes at the end of the month.

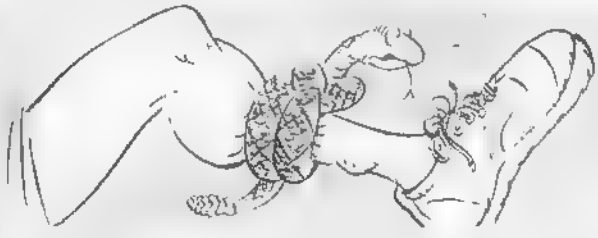
3. Carefully remove whatever the cause of the electrical short—live wire, appliance, etc. If the victim comes in contact with an exposed wire while outdoors (i.e. broken cable), use wood or other non-conducting material to separate victim from wire, employing force if necessary.



4. If victim is unconscious, revive with artificial respiration, then rush him to a hospital since internal bleeding caused by your heavy-handedness in removing him from cable can prove fatal.



3. If nothing else is available, a tourniquet can be made from the snake itself. This will also serve to teach the little wise guy not to be so free with his biting!



4. Sterilize a knife by using alcohol. Since there is usually none handy, having been drunk by the crazed victim or more-crazed first-aider, putting the knife through a very hot quick-rinse cycle on an automatic dishwasher is the next best thing.

5. Make shallow cuts directly on the fang wounds. If the arm, leg, or other affected area falls off, you've cut too deeply. Start the procedure over by letting the snake bite the victim in a new area. This time make *shallow* cuts, idiot!

6. Suck out the venom with a suction cup. If none is available, you can use your mouth to suck out the venom, carefully spitting the venom out in a disposable container, since spitting on the ground breaks health ordinances in many areas and can get you a stiff fine.

7. Wash out your mouth with an industrial-strength mouthwash, and don't get involved with anyone for at least a month, since venom is easily transmitted through kissing.

8. After reading Step 7, make sure you still want to treat a victim of snake bite, since your social life might not be that great to begin with and to limit your pursuit for another month might prove fatal to *you*! It's your choice.

WOMEN LIBBERS

No... don't bother to get up and give me a seat! My legs aren't broken!!
But
No buts! You male chauvinist pigs have robbed us women of our independence long enough! Now, we feminists are fighting back! We don't want any of your patronizing coddling!
We don't want you to open doors for us, or push in our chairs for us at dinner tables, or get up and give us your seats on public conveyances! So, Buster, like I say to my dog... "SIT!"
But, lady!! I'm only trying to GET OFF the [illegible]!!

BERG s-EYE VIEW DEPT

THE LIGHTE

BRAVERY

I think the Astronauts are the bravest people who ever lived! They climb into space ships like that, and they're shot into the void of space!
And those space ships are made up of thousands of electronic and mechanical and hydraulic parts... millions of little gadgets and instruments and valves and hoses and containers!
THAT, to ME is real bravery!
What's so brave about flying in a space ship made up of all those things!?!
Because each of them is made by the LOWEST BIDDER!
USA

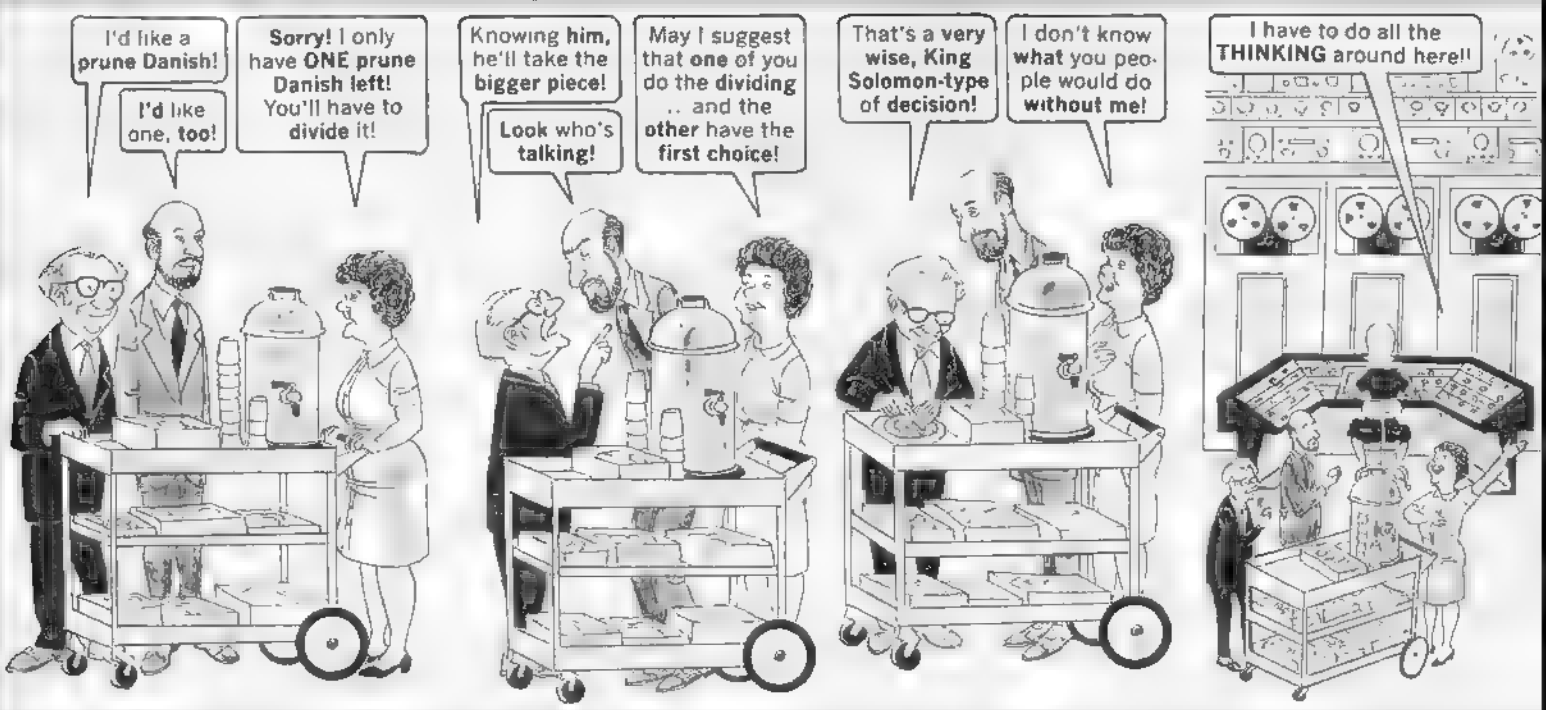
CURIOSITY

Daddy .. what causes gray hair?
I'm glad you asked that question, Son!
Every time you do something bad, one of my hairs turns gray! Every time you give me aggravation, another one of my hairs turns gray!
So... to answer your question about what causes my gray hair, the answer is—YOU!
I wasn't asking about YOUR gray hair!
I was asking about GRANDPA'S!!

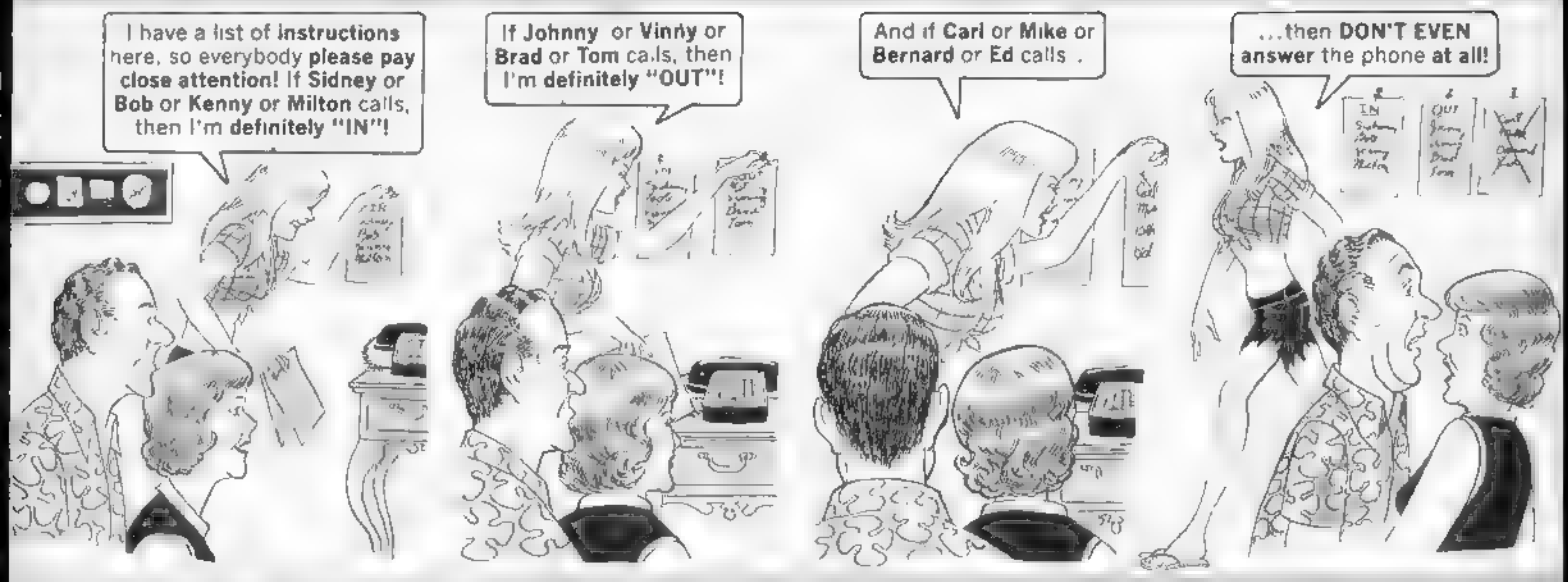
R SIDE OF...

ARTIST & WRITER
DAVE BERG

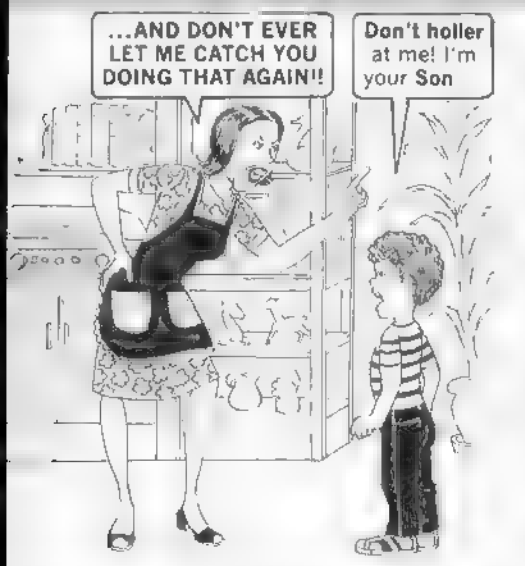
DECISIONS


I'd like a prune Danish!
I'd like one, too!
Sorry! I only have ONE prune Danish left! You'll have to divide it!
Knowing him, he'll take the bigger piece!
Look who's talking!
May I suggest that one of you do the dividing .. and the other have the first choice!
That's a very wise, King Solomon-type of decision!
I don't know what you people would do without me!
I have to do all the THINKING around here!!

THE TELEPHONE

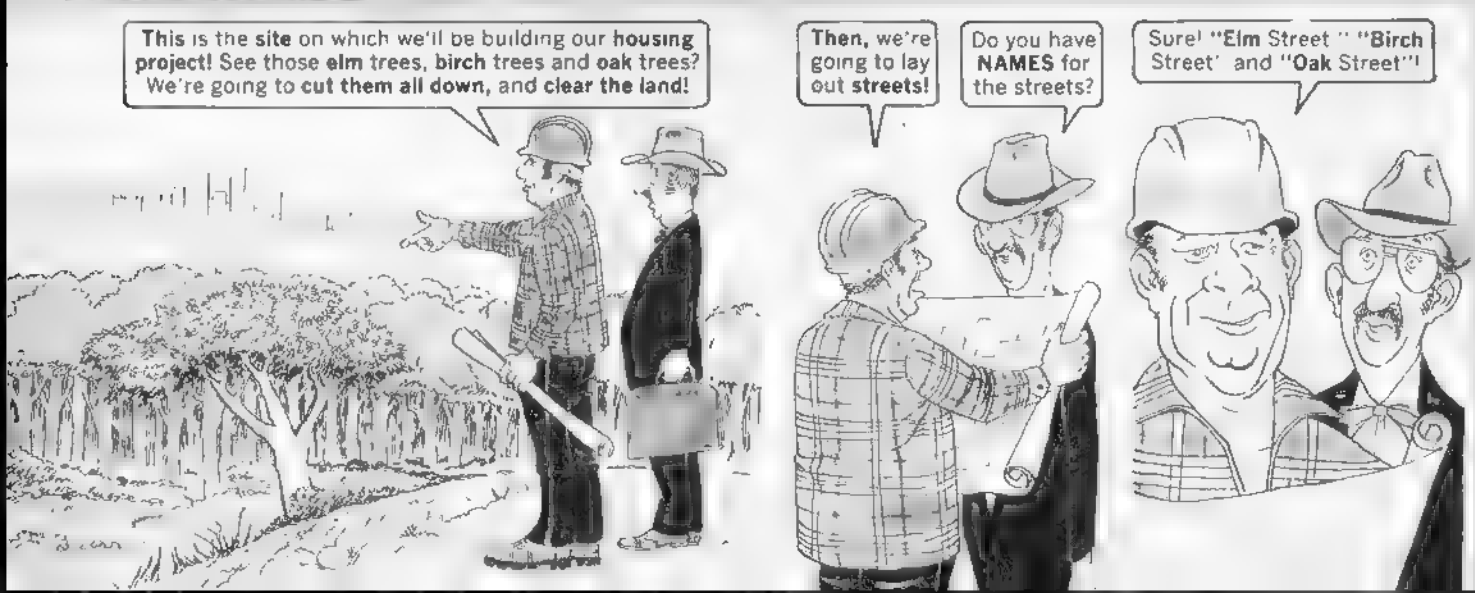

I have a list of instructions here, so everybody please pay close attention! If Sidney or Bob or Kenny or Milton calls, then I'm definitely "IN"!
If Johnny or Vinny or Brad or Tom calls, then I'm definitely "OUT"!
And if Carl or Mike or Bernard or Ed calls .
...then DON'T EVEN answer the phone at all!

RELATIONSHIPS



SHOPPING

PROGRESS


This is the site on which we'll be building our housing project! See those elm trees, birch trees and oak trees? We're going to cut them all down, and clear the land!
Then, we're going to lay out streets!
Do you have NAMES for the streets?
Sure! "Elm Street" "Birch Street" and "Oak Street"!

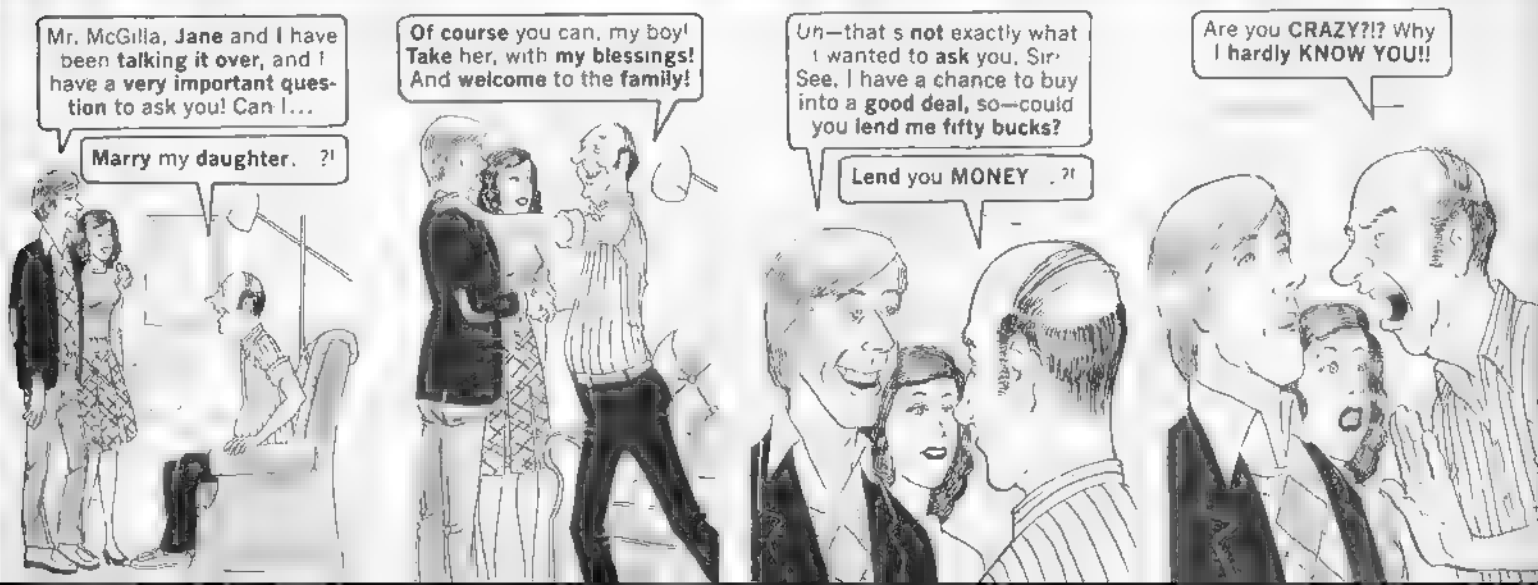
GROWING UP

Fanny! Why, I haven't seen you in years! How's your little girl?
She's not a little girl any more!
She's all grown up! In fact, Marsha has graduated college, and now she works for a big company in an executive job!
Really?! How nice! Is she living at home... with you?
Of course not!
Marsha hasn't gotten married and been divorced yet!

CHILDREN

There was a "BIG SALE" on! I saved you TONS of money!!
Mommy, how good are you at remembering faces??
Pretty good! Why do you ask?
I just broke your make-up mirror!

VALUES


Mr. McGilla, Jane and I have been talking it over, and I have a very important question to ask you! Can I...
Marry my daughter...?!
Of course you can, my boy! Take her, with my blessings! And welcome to the family!
Uh—that's not exactly what I wanted to ask you, Sir. See, I have a chance to buy into a good deal, so—could you lend me fifty bucks?
Lend you MONEY...?!
Are you CRAZY?!? Why I hardly KNOW YOU!!

SNACKING

RING
Hello? Oh, hi, Hilda! Yes, I did! I worked on it all morning! Yes, it's ready!
It came out beautiful! What? Oh, sure! You can come over right now and pick it up!
You should get a good price for it at the Cake Sale!!

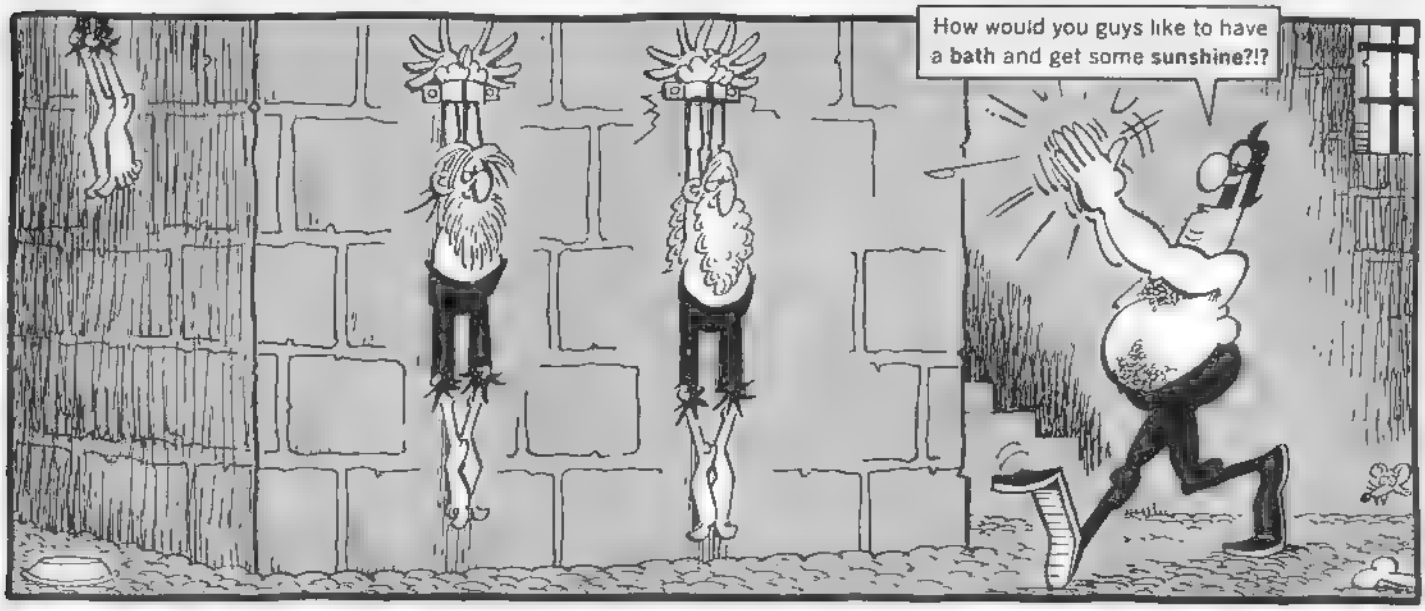
PARTYING

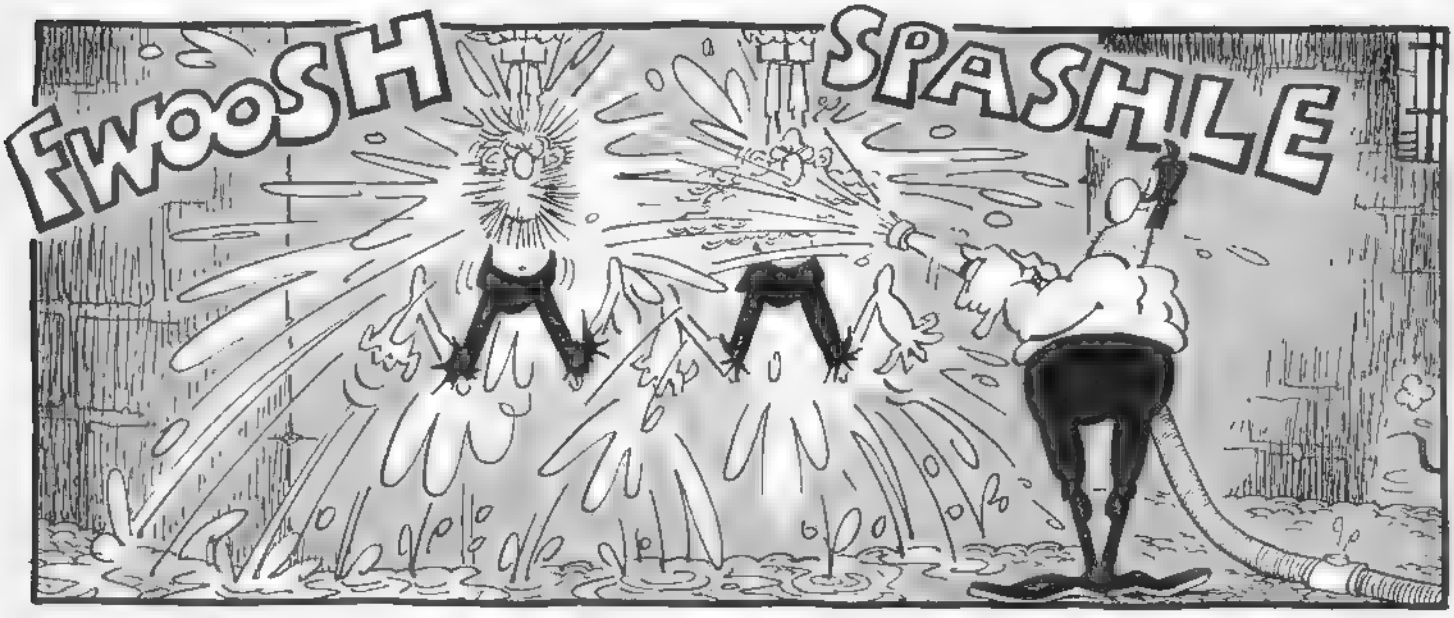
BING BONG
I live next door! Haven't you heard me banging on the wall?!
Frankly, no
but go right ahead! We don't mind! We're pretty noisy ourselves!

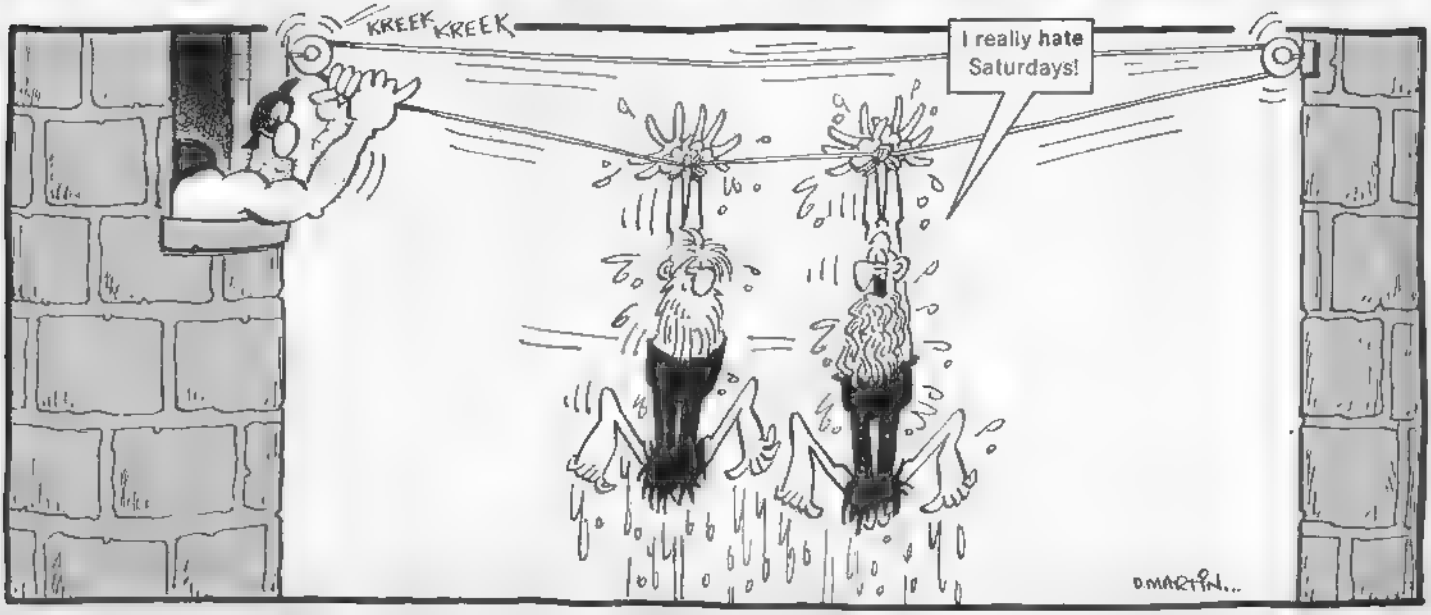
SUNDAY SCHOOL

In the biblical story of "Sodom and Gomorrah," Lot's wife looked back at the wicked city... and she turned into a pillar of salt!
Gee... ! Something like that happened in my family!
Really? Tell us about it...
We were leaving Las Vegas! My Mother was driving! And she, too, looked back at the wicked city!
Don't tell me she turned into a pillar of salt!
No, she turned into a TELEPHONE POLE!!

ONE SUNNY DAY IN THE DUNGEONS



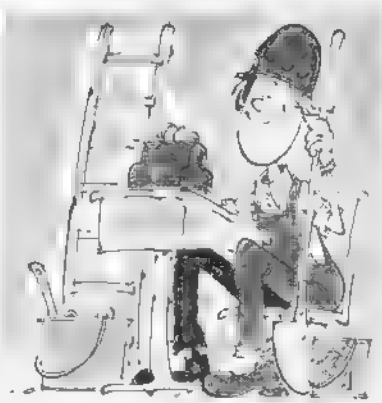




ALPHABET DUPE DEPT.

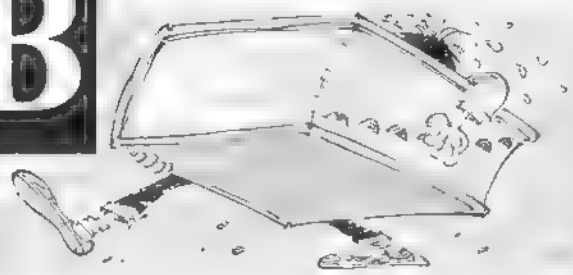
In past issues, MAD has given its readers tips on how to achieve passing grades on school papers without really knowing anything. Unfortunately, most students who are dumb enough to need our assistance are too dumb to remember our advice once they get to the classroom. Therefore, we have simplified the art of bulling your way through school by arranging the key words to our hot tips in the A-B-C form. So now, any clod who can memorize the alphabet should be able to memorize

APPLE POLISHING



The less you understand an assignment, the more you must humiliate yourself to insure a good grade by volunteering to stay after class and wash blackboards, clean erasers or perform other lowly, apple-polishing chores. If total flunkage is imminent, you should also come prepared to Simonize the teacher's car, paint her house, re-surface her driveway or do whatever she wants.

BIG WORDS



Teachers at all levels will adore you for sprinkling your writing with the same kind of academic jargon they use, but probably don't understand either. Any paper that contains the words "fiscal" or "Neo-Fascist" or "empirical" or "penultimate" is assured of attaining at least a B+ or better.

CASH

Although an open offer of a bribe in exchange for a passing grade or high mark is considered to be in bad taste, it is always helpful to create the illusion either by word or deed or both that you come from a wealthy, influential family. Once you implant the idea in your Teacher's or Professor's mind that your Father can make or break him, you're home free.

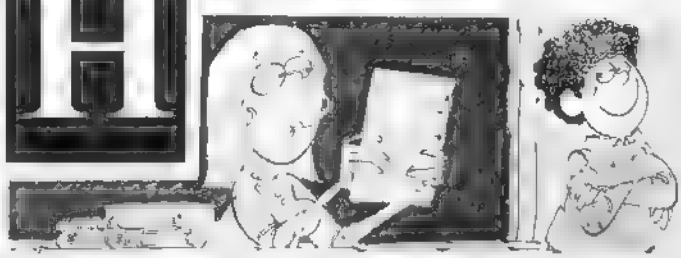
DIAGRAMS

Using diagrams to illustrate points is helpful in achieving high marks because they convince the teacher that you understand the subject. And diagrams that have no connection with the topic may be even more helpful because they convince the teacher that you understand the subject even if she doesn't!

GOODY TWO-SHOES

To insure the lenient grading of your lousy papers, you must constantly struggle to build an image of being the sugary, obedient wimp teachers love. If you always wear a necktie, always lead the pledge to the flag, and always ask permission before sharpening pencils, you can have the brain of a hamster and still make Honor Roll!

HANKY-PANKY



Any exam paper containing the subtle threat to spread lurid rumors about a teacher's private life usually merits a fast "A+". Examples: (1) "The tangent is the distance around the outside of a circle, as your friend at the Whoopie Motel may have mentioned." or (2) Louis XIV resembled that guy in the Fiat who meets you at night when your Husband's out of town."

MAD'S ABC'S OF WRITING SUCCESSFUL EXAMS AND TERM PAPERS

ARTIST: PAUL COKER WRITER: TOM KOCH

EINSTEIN

Although you obviously can't comprehend the Theory of Relativity, it is probable that confusion is shared by every member of your school faculty. Therefore, your best bet for getting away with a totally idiotic statement is to follow it with the words, "This, as we all know, can be easily proved by applying Einstein's simple equation, $E = MC^2$."

FRENCH

Since textbook writers often use impressive-sounding foreign phrases to hide their stupidity, why shouldn't you? Teachers will think you're cultured, and will grade you accordingly. Some effective examples are: (1) "Let us consider what the French aptly call amour au gratin." and (2)"Strangely, the philosophies of laissez faire and gran prix both apply here."

ILLEGIBILITY

It is the law of the classroom jungle that a teacher must never grade an answer as being wrong simply because she cannot read it. Thus, it is good to sprinkle test papers with made-up words that contain many loops and humps, such as "wummlwumlum." By the time the teacher asks you to decipher your writing, you'll have had a chance to look up the correct answer.

JOKES

Teachers naturally get bored reading 40 or 50 exam papers, and you'll find that inserting a few jokes into yours may be rewarded with a higher grade. For best results, make your humor tie in with the subject. Example: "Speaking of the Holy Grail reminds me of the story about a priest and a rabbi . . ."

KLEPTOMANIA

Statistics prove that kleptomaniacs appear to be brighter than normal students because they will compulsively steal their classmates text books and notebooks, and—thus—prevent them from studying for an upcoming exam. Why not try this maneuver yourself? It won't improve your own test paper, but it may help to drag down the rest of the class to your own level of stupidity.

LEGS

It is a proven fact that any girl over 15 who sits with her skirt pulled two inches above her knee in any class taught by a male instructor over 40 will be assured of a mark over 85. For the most satisfactory results, make sure that the instructor knows your name, but not your address or telephone number.

OVERKILL

Students often make the mistake of turning in a short paper when they know very little and have little to write about. However, followers of the Overkill Theory have found that success lies in writing as much as you can about anything at all to hide your real ignorance. Most weary teachers, in disgust, will give you an "A" on the assumption you must have the right answer in there somewhere!

POVERTY

To improve the chances of gaining teacher sympathy, try dressing in rags to prove you're determined to get an education despite grinding poverty. Even if you don't win sympathy, this "Poor Ploy" gives you the perfect excuse for writing homework on used butcher's paper that no faculty member would dare to touch, let alone read for spelling errors and adequate content.

SQUEALING

As anyone who is familiar with our education system will confirm, teachers love a snitch. So, you can expect to be handsomely rewarded for finkdom if you end each test paper with some slyly worded tattling such as, "Please note that my answers probably differ from those of certain female people in the front row who obviously copied theirs from each other."

TAPE

The student who wishes to guarantee success should supplement bluffing and bulling by Scotch taping traditional crib notes to concealed parts of his person. Good taping spots include on ankles under socks, on knees under skirts and on wrists under sleeves. (Taping crib notes to armpits is not recommended because it hurts too much when you rip them off after an exam.)

WOODROW WILSON

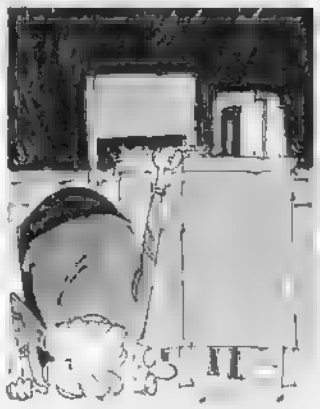
As one of the only school teachers who went on to succeed in life, Wilson is still admired by Educators, even though nothing he did currently applies to anything. You can win Brownie Points by referring to President Wilson often as you write about History and/or Civics...but less frequently in exam or term papers for Wood Shop or Driver Education.

XERXES OR XENOPHON

A memorized quotation from either of these ancient historical figures will work wonders in creating the scholarly impression you desire, even when the subject you're writing about is "The First Thanksgiving" or "The Discovery of Gold in California."

MOREOVER

Any student faced with an essay question that leaves him or her totally blank can still achieve a passing grade by beginning his response with the word, "Moreover." This creates the impression that Page 1 of the exam paper is missing, which causes the teacher to assume she lost the part containing the right answer, which leads her to give out an A– rather than admit it.



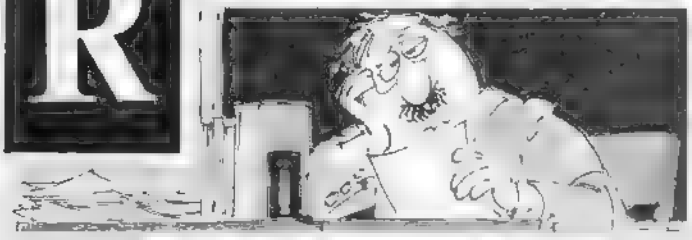
NEBULOUS STATEMENTS

You need not feel hindered by the fact that you can't remember all those specific figures that every teacher loves so much. Just master the art of citing vague statistics that couldn't possibly be wrong. Here are a few examples: (1) "The Civil War was fought by dozens and dozens of soldiers." and (2) "Our National Debt will soon approach an infinite number of dollars."

QUOTATIONS

Attributing your own guesswork to a famous person in history often enables even the most mistaken of test answers to slip through unchallenged. For example, try (1) "As Benjamin Franklin correctly stated, 'The diameter of a circle can be calculated by measuring around it.'" and (2) "Quoting from Sir Winston Churchill's famous speech, 'Let us sign the Monroe Doctrine and end World War II permanently.'"

REITERATION



Unlike "Overkill," which is writing a lot when you don't know anything, Reiteration is a technique that can be used when you know a little bit, and you want to get the most out of it. For example, "Atlanta is the capitol of Georgia, a lovely State which, as most scholars know, has its capitol in Atlanta, a city where some of the people who live in Georgia are found."

ULTIMATUM

Chances are likely that your teacher is fed up with having a clod like you in her class, so why not turn her disgust to your advantage at exam time? A grim reminder to her that you'll still be around if you flunk the final will work wonders in moving you up to the next grade where you'll be someone else's disgusting problem.

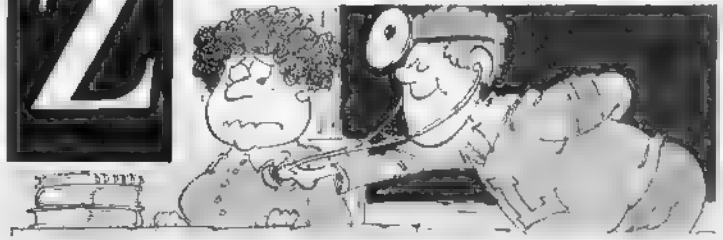
VIOLENCE

Open attacks on teachers who spring surprise quizzes will not result in higher grades, and may even land you in the slammer. However, thinly veiled threats written into your exam answers can work wonders. Example: "By coincidence, this dumb question was asked by Miss Fleg last semester just before she flunked my good friend Blinky Cosmo, and got herself hurt real bad."

YOUTH

Inferring that some middle-aged female teacher is younger than she looks constitutes an absolutely sure-fire anti-flunkage technique. Put the idea across in such subtle and clever complimentary phrases as, "Although neither of us is old enough to remember, the Korean War began in 1950," or "As you may recall from childhood, TV was broadcast in black & white."

ZOOLIGIST



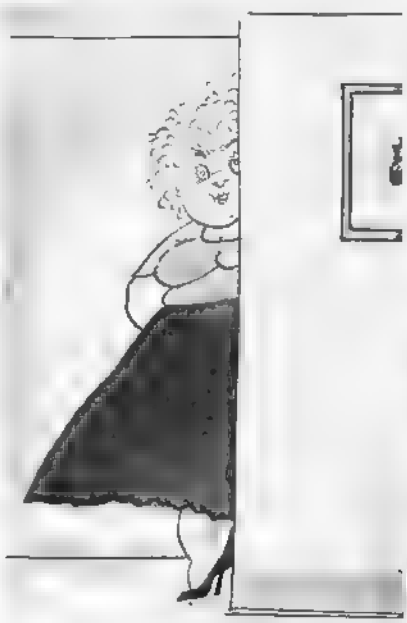
Make mention in all your school papers that you have dreams of going to college and pursuing a profession. Although becoming a Zoologist is a good ambition to fake, you may prefer to go on prattling about the joys of Dentistry, Nuclear Physics or the Priesthood. Almost any profession will do since Educators instantly love any student who pretends to love being educated.

LOOK SLIM AND T
DIET OR STRENUC

MINGLE WITH PEOPLE THAT ARE FATTER THAN YOU ARE

WEAR CLOTHES THAT ARE TWO SIZES TOO BIG

CAREFULLY CHOOSE EMPLOYMENT THAT WILL HIDE YOUR GIRTH



USE CORNERS AND ENTRANCES TO REDUCE YOUR APPEARANCE

PROPER HAIR AND BEARD STYLE CAN GIVE YOUR FACE THAT LEAN AND HUNGRY LOOK

RIM WITHOUT
OUS EXERCISE

A MAD "HOW TO DO IT" FEATURE

ARTIST AND WRITER: PAUL PETER PORGES

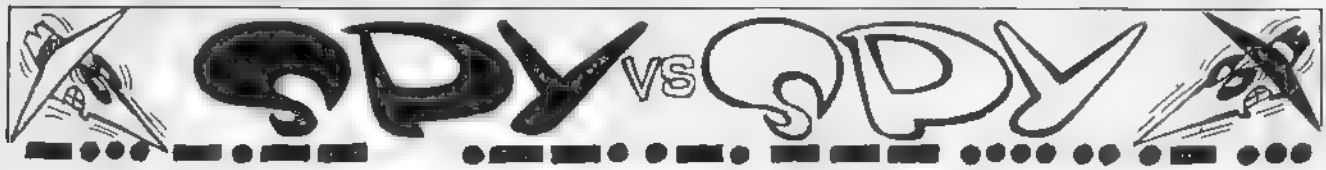
TRY TO EMPHASIZE YOUR OUTSTANDING FEATURES

ALWAYS SELECT OVERSTUFFED FURNITURE TO SIT IN

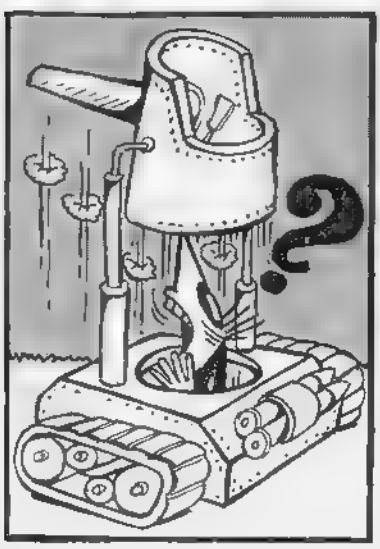
MAKE CLEVER USE OF HOUSE PLANTS TO YOUR ADVANTAGE

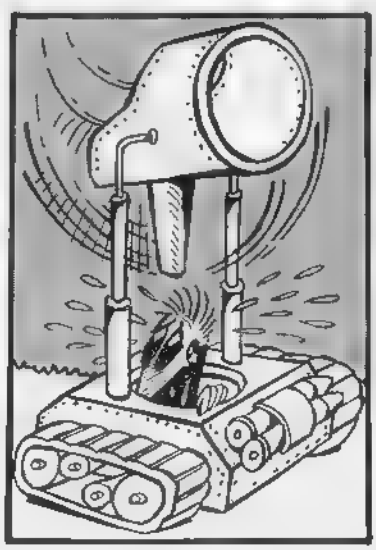
WEAR DARK CLOTHING...AND THEN TRY TO STAND AGAINST DARK SHADOWY BACKGROUNDS

ALWAYS DATE PEOPLE THAT ARE EVEN FATTER THAN YOU


SPY vs SPY

CLICK!





BOOM

THERE'S A FRAUD IN YOUR FUTURE DEPT.

Hi, MAD reader's! I'm **Howard Gosell**, and I'm famous for **telling it like it is!** I deal only in **truth** and **reality!** Which is why **MAD Magazine,** in its ridiculous fashion, has chosen **me** to interview a man who deals in the **unbelievable** and **unreal world** of **Mysticism** and **The Occult!** His name is **Cosmo Mantra,** President of **Occult Enterprises!** He's

MAD'S OCCULT PROMOTER OF THE YEAR

Mr. Mantra, you've made **millions of dollars** in Astrology . . . Mysticism . . . and Psychic Phenomenon! Tell us . . . what got you into The Occult?

My **fascination** with the **unknown,** Howard! I **never knew** what a **FORTUNE** there is in this stuff!

But, **what qualified** you?

For years, I sold **patent medicines** and **miracle-cure elixirs** to the crowds at **carnivals** and **sideshows!**

And from that, you discovered the **key** to the mysteries of **The Occult?**

No . . . from that, I discovered that people **will swallow ANYTHING!**

ARTIST: JACK DAVIS WRITER: FRANK JACOBS

Behold . . . our **Seance Chamber!** Through one of our **Mediums,** here a seeker can speak with **loved ones** who have **crossed over** to the **Other Side!**

You mean **talk** with the **dead?!?**

"Dead" is a **no-no** here, Howard! **No one dies** in **The Occult!** They simply **MOVE ON . . .** and leave a **forwarding address!**

Your departed husband will **now speak . . . through me!**

Harry . . . is that **you?!?**

This is **Harry!** I am speaking to you from the **Hereafter!**

Are you **happy,** there, Harry?

Yes, except that everything is so **expensive** here! The **robes**—the **wings**—the **harp!**

How can I help?!

Donate half my insurance money to Occult Enterprises! They'll get it to me by **Divine Messenger!** Make it **cash!** They don't take **checks** here!!

Boy . . . it sure looks to me like you're fleecing that woman!
How can you say that, Howard?!? We're bringing her JOY!
But everyone knows you can't send money to the Hereafter!
Hah!! That's the typical reaction of a non-believer!
Yeah . . .? How will we know if Harry got the money?!?
Oh, that's easy! Tomorrow . . . through that same Medium . . . Harry will communicate a RECEIPT!
Sorry to interrupt, Chief, but this follower has a complaint!
Darn right I do! I paid to talk to my departed Sister, and they told me that she WASN'T IN!
That often happens when you try to communicate station-to-station! You should have made it person-to-person! The extra charge is well worth it!
I DID make it person-to-person . . and the Medium still couldn't reach her!
Then she's probably unlisted—requiring cosmic assistance by our Afterlife Operator . . for an additional fee, of course!
I'll pay ANYTHING to talk to her!
With faith like yours, how can you fail?!
Behold, our Astrology Section! The ancients believed in the forces of stars and planets!
But this is nothing more than BLATANT MERCHANDISING!
The ancients ALSO believed in Number One!
Zodiac Deodorants
CAPPRICORN LUBRICATING OIL
YOU'LL LOOK BETTER IN A SCORPIO BRA
KISS ME I'M A TAURUS!
GEMINI DENTAL FLOSS
I—don't believe it! You've got everything here but a ZODIAC TOILET SEAT!
Hey . . . that is a GREAT IDEA! I'll tell my designers to work on it . .!
Do you really think Astrology works . . .?
Oh, yes! From personal experience, I can tell you that the stars and planets have been a major force in my life!
Oh? Your horoscope tells you this . . .?
My accountant tells me this! I'll net two million this year, and the future looks even brighter!
Your expanding your operation!
I'm expanding the ZODIAC! Next year, I'm adding twelve more signs!!
If you like Aries the Ram and Taurus the Bull, you'll love Reggie the Slugger and Rosco the Disco Nut!
ZODIAC SNOW PLOWS
Enjoy an AQUARIAN MOBILE HOME
EVERYTHING FOR THE ARIES IN TREE SURGEON
BOOK DEPT.
NEW BOOK LIST:
"YOU AND YOUR PISCES SHEEPDOG."
"HOW TO CHOOSE A CANCER ACCOUNTANT"
"FAMOUS LEO BASS BARITONES"
"HOW SAGITTARIANS CAN SURVIVE THE DEPRESSION"
"MEMOIRS OF A VIRGO LIFEGUARD"
TRAINING YOUR GEMINI HAMPSTER"
TIPSHIRTS TO MATCH YOUR SIGN

Chief, a woman is on the phone, complaining about our Daily Horoscope in the newspaper!
What's her beef . . .?
She's a Libra, and her forecast today said to get out and meet people! But when she backed her car out of the driveway, she lost control—and smashed into a lampost!
Tell her her car's a Pisces—and ITS forecast today was to STAY HOME!
And this, Howard, is our popular "Reincarnation Room"! We're having one of our weekly "Come-As-You-Were" Parties! Each paying guest is told who he was in a previous life!
What do you charge to reveal someone's past life?
That depends! A President like Lincoln or Washington costs $1000! A lesser one like Martin Van Buren can be yours for $250! Today's special is Moses for $399 . . . marked down from $500!
That must be the man over there in the white robe!
No, he could only cough up $150, so we made him Moses's FRIEND!
Who's that fellow at the piano!
He's the reincarnation of Schubert, composing his Unfinished Symphony!
But his playing is terrible! It sounds awful!
Now you know why Schubert left it UNFINISHED!
This woman is getting a psychic reading from one of our amazing Tarot Card Readers! The ancients were very big on Tarot Card reading!
Your name is Jo Ann, you were born in Detroit on May 3rd, 1940, your husband's name is Max, and you have a shaggy sheepdog named Leroy!
You're absolutely right! It's amazing!!
I'm impressed! It's as if you'd tapped that woman's phone, and you secretly went through her purse!!
The ancients were ALSO very big on COVERING themselves!
SEVEN!!
ELEVEN!!
EIGHT!
SIX!
TWO!
What are they doing in there, shooting craps??
No, they're numerology students, feeling the vibrations given out by numbers!
Are you trying to tell me we're affected by numbers?!
Each number has a deep, mystical connection with the universe! Take the year 1981! The 1 stands for the individual, 9 is the number of holes on half a golf course, and 8 minus 1 is the number of Snow White's dwarfs! So from this we can predict that half our golf courses will be overrun by bachelor dwarfs!
That's the silliest thing I've ever heard!!
Don't complain to me! Take it up with the universe!
8
3
5
9
2

How do people find out if they have any psychic powers?
Easy! Here in our Psychic Workshop, a seeker can consult with a GP . . . a GENERAL PSYCHIC!
How does it work?
The GP gets in touch with the seeker's psychic self by picking up vibrations from a cherished possession!
I see that the GP is holding the seeker's BANKBOOK! Will that tell a lot about him?
For our purposes . . . EVERYTHING! If the seeker is loaded . . . er . . . psychically speaking, that is . . . he'll be referred to a SPECALIST!
He's being CARESSED by that beautiful girl wearing a see-through gown . . . !
SHE's the specialist! She's getting in touch with his PSYCHIC CENTER through the art of COSMIC TOUCH and SPIRITUAL MASSAGE!
It doesn't look all that SPIRITUAL!
Each man must tap his psyche in his own way!!
Why is that Palm-Reader being thrown out of here??
He was my most trusted Reader! But now, we've stripped him of his sacred robe, and confiscated his mandala!
What did he do?
He committed the worst sin of all . . . the unforgiveable, infamous deed I cannot allow!
He mentioned SATAN?
Worse! He predicted BAD NEWS for a cash customer!
Mr. Mantra, is it really possible to see into the future?
Of course! To the past, the present is the future! To the future, the present is the past! Therefore, if the present is both future and past, then we live in all dimensions simultaneously!
That makes absolutely NO SENSE, fellah! It requires people to suspend all reason and logical thought!
You're beginning to understand The Occult!
Tell me Sir . . . what do YOU believe in?!?
That there are forces beyond our control that affect our lives!
You mean the stars? The planets?
I mean the meddlers who claim I'm bilking the public and want to close me down! Fortunately, I've stashed away my profits in Swiss Banks!
Why not invest in stocks . . . or bonds?
Are you kidding? Who knows what they'll be worth in six months?! Only an IDIOT would try to predict the future!
This is Howard Gosell, returning you to MAD Magazine . . . !!

TAKING TW[illegible]TH A GRAIN OF SALT DEPT.

MAD'S MODERN DISCLAIMERS TO THE TEN COMMANDMENTS

ARTIST BOB CLARKE WRITER JOHN FICARRA

I

I AM THE LORD THY GOD. THOU SHALT NOT HAVE STRANGE GODS BEFORE ME*

*"Having strange gods" shall not include belief in or use of: tarot cards, daily zodiac charts, crystal balls, ouija boards, bio-rhythm charts, Jean Dixon's home phone number and/or any other paraphernalia which, in unison with the Lord thy God, can aid one in making the correct choices in life (while still possibly clearing a couple of bucks on the side). In addition, the "having of strange gods before me" shall not be equated with the utter fascination and total adoration of such peoples as rock stars, lead characters in TV sitcoms, sports personalities, soap opera heart throbs, beefcake television anchormen and/or anyone big enough to get in People Magazine.

II

THOU SHALT NOT TAKE THE NAME OF THE LORD THY GOD IN VAIN*

*This commandment may be waived in certain instances such as: when delivering the punchline to a "traveling salesman" joke, on Friday nights out bowling with the boys or when directly quoting Billy Carter. In addition, this rule may be circumvented in the name of "poetic license" if a writer is simply too lazy or incompetent to find a more suitable word. This commandment is automatically void when waiting on a bank line and/or when writing graffiti on bathroom walls.

III

REMEMBER THOU KEEP HOLY THE SABBATH*

*The term "keep holy" shall not necessarily include the closing of shopping malls on Sunday (especially during the commercially-exploited religious holiday seasons of Christmas and Easter). "Keep holy" also does not necessarily imply the physical act of traveling to a house of worship—especially if it is raining (or threatening thereof), or if services conflict either directly or indirectly with television network's scheduling, available greens time at the country club and/or a hangover from the previous night.

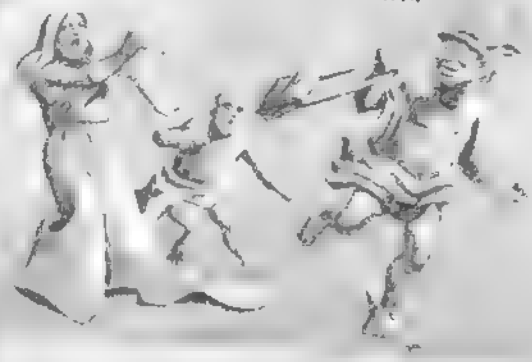
IV

HONOR THY FATHER AND THY MOTHER*

*The term "honor" clearly implies the sending of cards and the bestowing of gifts on all appropriate holidays. It does not, however, automatically include the absolute obeyance of any and all rules arbitrarily set down by parents particularly if: a) it's prom night; b) thy father and thy mother are away on vacation and there is no way of them finding out about whatever it is you're planning on doing; c) it is abundantly clear that thy father and thy mother just don't understand what it's like to be young; or d) it can be proven that "everybody else is doing it!"

VII

THOU SHALT NOT STEAL*



*The term "steal" shall not include: a) the taking home of stationary supplies (such as pads, pens and scotch tape) from ones' office or place of business; b) the purchasing of TV's, stereos, and/or other major appliances from third parties who wear ski masks and who operate out of the backs of trucks; c) any and all deliberate miscalculations when filling out ones' business expense account and/or Federal income tax returns; d) the quick-pocketing of excess change received from blundering grocery store clerks; or e) overstuffing ones' suitcase with towels and ashtrays when checking out of hotels. This commandment is automatically waived for anyone whose job it is to come up with new ideas for television shows.

VIII

THOU SHALT NOT BEAR FALSE WITNESS AGAINST THY NEIGHBOR*

*Among those who, in the name of Freedom-of-the-Press, may bear false witness against thy neighbor are: gossip columnists, movie reviewers and/or especially anyone who writes for the National Enquirer. Also exempt from the ban on bearing false witness are all Republicans (when speaking of the Democrats) (and vice versa) and/or any White House staff members when testifying before a Senate sub-committee investigation of anything.

V

THOU SHALT NOT KILL*

*The term "kill" shall not include the frying of a convicted felon in the electric chair, the liquidating of agents of the CIA, KGB, (and certain members of the AFL-CIO) or the zapping of a klutzy, would-be mugger. In addition, the act of "killing" shall not apply to *oneself* with regard to such actions as smoking, continuing to live within 100 miles of a nuclear reactor, the deliberate flying on a DC-10, hang-gliding, the purchasing of a Ford Pinto or the taking up of jogging if over the age of 50. This commandment shall never apply to anyone named "Don Vito" or his "family" members acting on his instructions.

VI

THOU SHALT NOT COMMIT ADULTERY*

*The act of adultery shall not be considered officially consummated in any of the following instances: a) supply room rendezvous during an office Christmas party; b) actions between any two parties in which one party was given a previously agreed upon sum of money; c) when one or both individuals were too drunk to remember the name of the other party involved the following morning; d) if the alleged adulterous act took place in Hollywood, CA. This commandment shall never apply to anyone whose name is Warren Beatty.

IX

THOU SHALT NOT COVET
THY NEIGHBOR'S WIFE*

*The term "covet" shall not include the repeated passing of sleazy, double-entendre remarks in casual conversation, the intentional rubbing of knees under the table while playing Backgammon, or the deliberate trimming of the hedges to coincide with thy neighbor's wife's sunbathing. Also excluded are any events which transpire in a hot tub and/or any three-way action in which thy neighbor extended an invitation to join in.

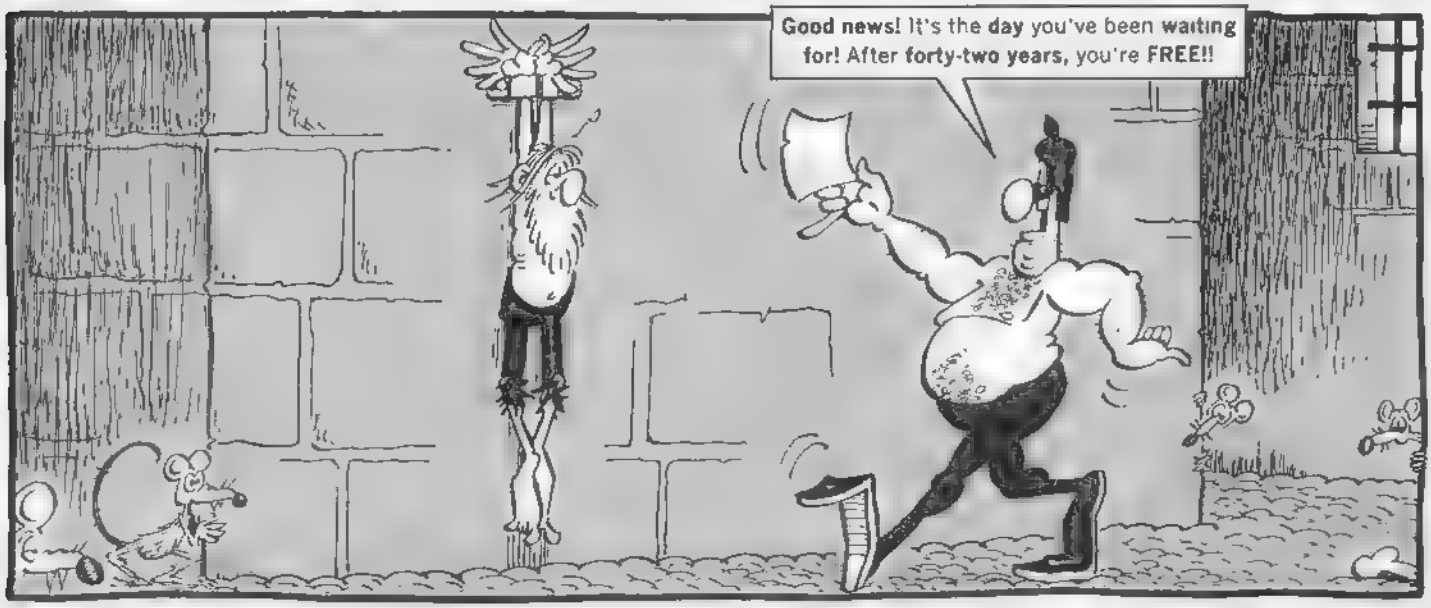
X

THOU SHALT NOT COVET
THY NEIGHBOR'S GOODS*

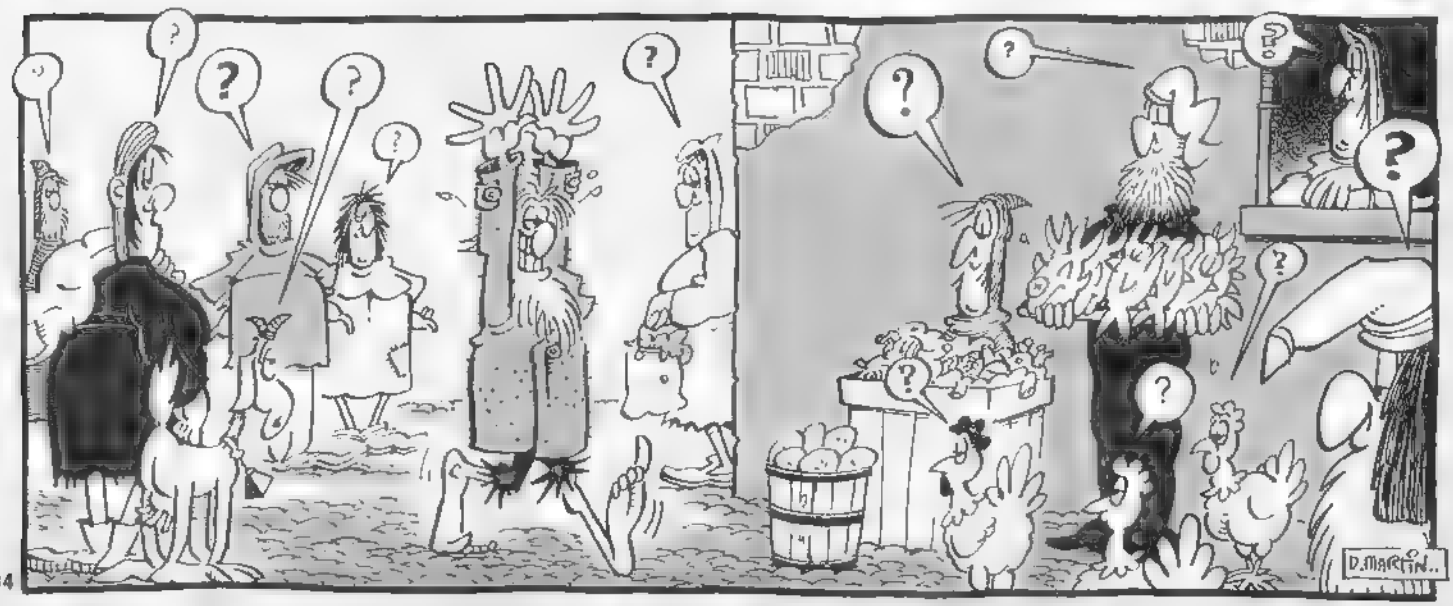
*The term "covet" shall not include magically appearing at thy neighbor-with-the-pool's house every stinking, sunny, Sunday afternoon without fail. Likewise, "covet" shall not include deliberately timing ones "neighborly visits" to coincide with cable TV's screening of a recently released movie (provided one brings along enough hot buttered popcorn for all). Among thy neighbor's other goods which may be used — whenever — without fear of coveting are: summer homes, tennis courts and/or video cassette machines (particularly when thy neighbor boasts of one of the largest collections of X-rated movie cassettes).

DON MARTIN DEPT. PART III

ONE HAPPY DAY IN THE DUNGEONS



I'm worried about whether I can mingle with society again!
UNKLIK
Tut-tut! Nothing to worry about! We'll give you a new coat and you'll blend right in!



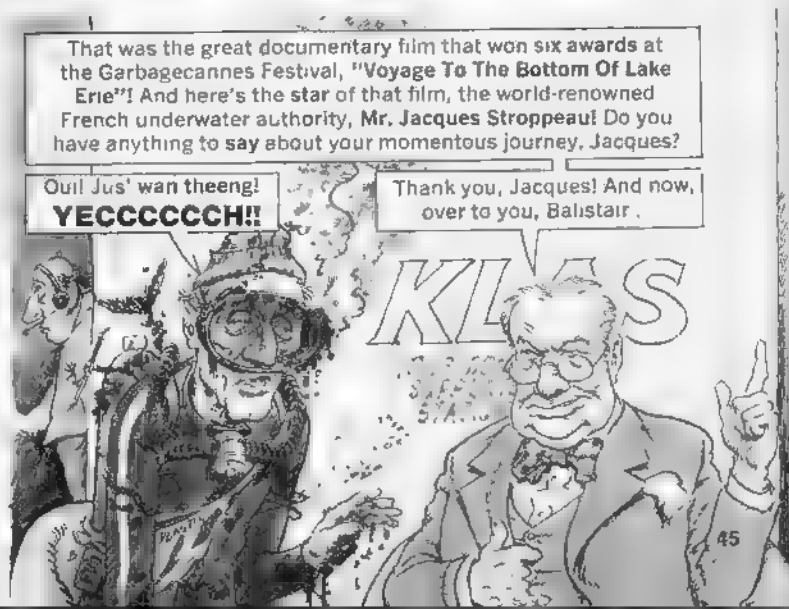
DENOUNCE OF PRETENSION DEPT.

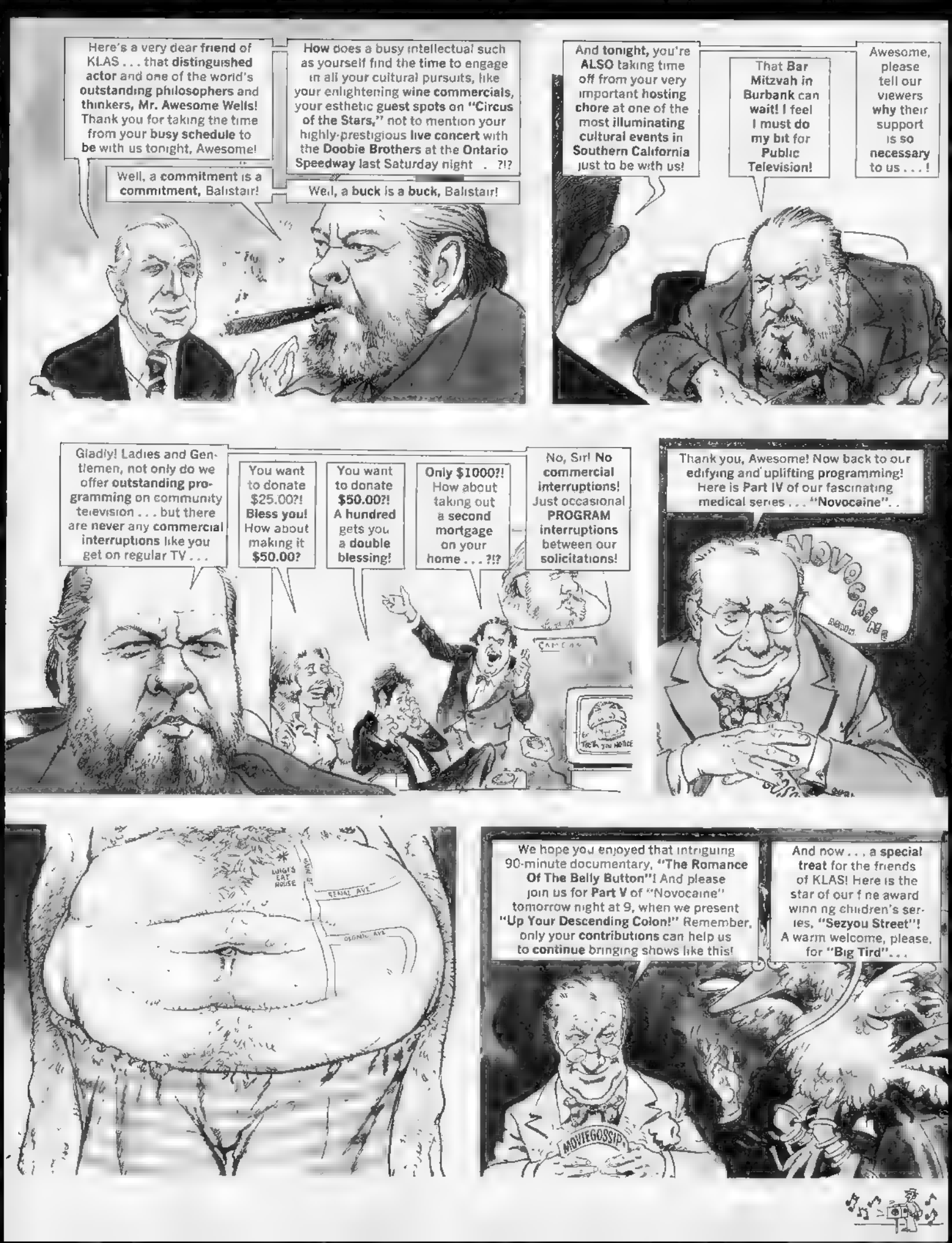
After all these years, you certainly don't need us to tell you what kind of shape television is in, with its game show garbage, its ridiculous commercials, and its rampant prime time idiocy. Fortunately, there's one channel on your set that has always been completely different from the others . . . a channel that stands out like a beacon in a world of darkness. Or does it? We'll let you decide for yourself as

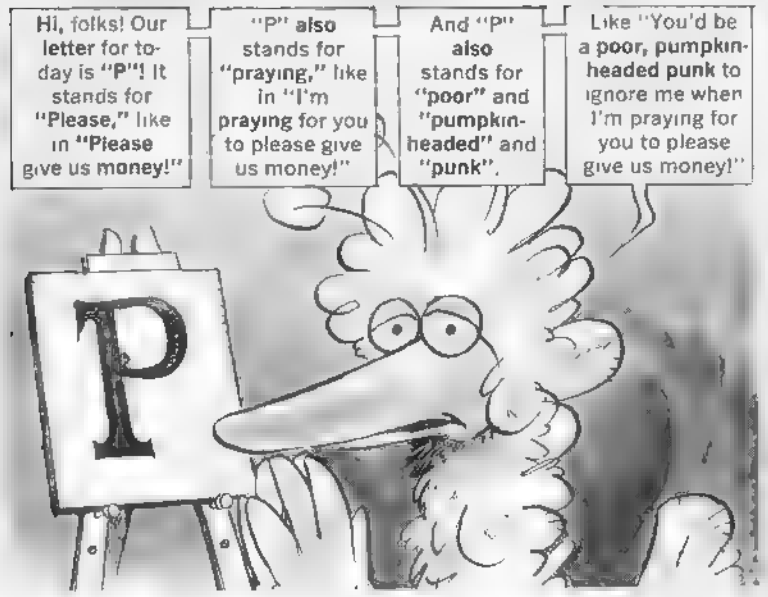
MAD LOOKS IN ON PUBLIC TELEVISION

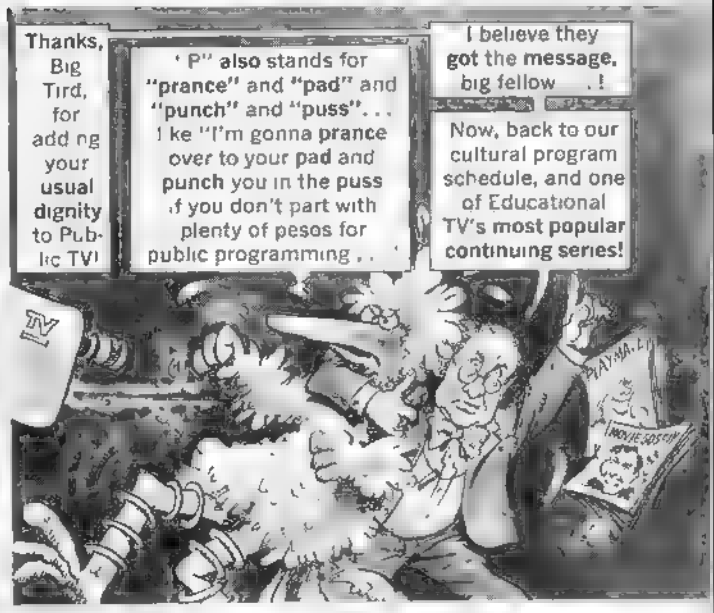
ARTIST HARRY NORTH WRITER. LARRY SIEGEL

He lo, again! I'm Prescott Mendicant . . the President of KLAS . . . your local community-minded Public Television station!
And I'm Balistair Cookie . . . one of Public Television's most important and equally modest . . . program hosts!
As you know, Pub ic Television can only exist with the support of you, the public . . and right now, we're in the middle of our Annual Fund Drive! Remember, we only have one Fund Drive a year!
That's right! Only ONE!! From January 1st to December 31st! That's why we call it our ANNUAL Fund Drive! So give generously! Our Telephone Volunteers are standing by for your calls! And now, back to our wonderful cultural programs—the kind of shows you never get a chance to see on commercial TV!
ON THE AIR
KLA
OUR COMM
SUPPORTE
Stick up
RING' RING'


That was the great documentary film that won six awards at the Garbagecannes Festival, "Voyage To The Bottom Of Lake Erie"! And here's the star of that film, the world-renowned French underwater authority, Mr. Jacques Stroppeau! Do you have anything to say about your momentous journey, Jacques?
Oui! Jus' wan theeng! YECCCCCCH!!
Thank you, Jacques! And now, over to you, Balistair .
KLAS


Here's a very dear friend of KLAS . . . that distinguished actor and one of the world's outstanding philosophers and thinkers, Mr. Awesome Wells! Thank you for taking the time from your busy schedule to be with us tonight, Awesome!
How does a busy intellectual such as yourself find the time to engage in all your cultural pursuits, like your enlightening wine commercials, your esthetic guest spots on "Circus of the Stars," not to mention your highly-prestigious live concert with the Doobie Brothers at the Ontario Speedway last Saturday night . ?!?
Well, a commitment is a commitment, Balistair!
Well, a buck is a buck, Balistair!
And tonight, you're ALSO taking time off from your very important hosting chore at one of the most illuminating cultural events in Southern California just to be with us!
That Bar Mitzvah in Burbank can wait! I feel I must do my bit for Public Television!
Awesome, please tell our viewers why their support is so necessary to us . . . !
Gladly! Ladies and Gentlemen, not only do we offer outstanding programming on community television . . . but there are never any commercial interruptions like you get on regular TV . . .
You want to donate $25.00?! Bless you! How about making it $50.00?
You want to donate $50.00?! A hundred gets you a double blessing!
Only $1000?! How about taking out a second mortgage on your home . . . ?!?
No, Sir! No commercial interruptions! Just occasional PROGRAM interruptions between our solicitations!
Thank you, Awesome! Now back to our edifying and uplifting programming! Here is Part IV of our fascinating medical series . . . "Novocaine" . .
NOVOCAINE
LUIGI'S EAT HOUSE
RENAL AVE
OSONIC AVE
We hope you enjoyed that intriguing 90-minute documentary, "The Romance Of The Belly Button"! And please join us for Part V of "Novocaine" tomorrow night at 9, when we present "Up Your Descending Colon!" Remember, only your contributions can help us to continue bringing shows like this!
And now . . . a special treat for the friends of KLAS! Here is the star of our f ne award winn ng children's ser- ies, "Sezyou Street"! A warm welcome, please, for "Big Tird" . . .
MOVIEGOSSIP

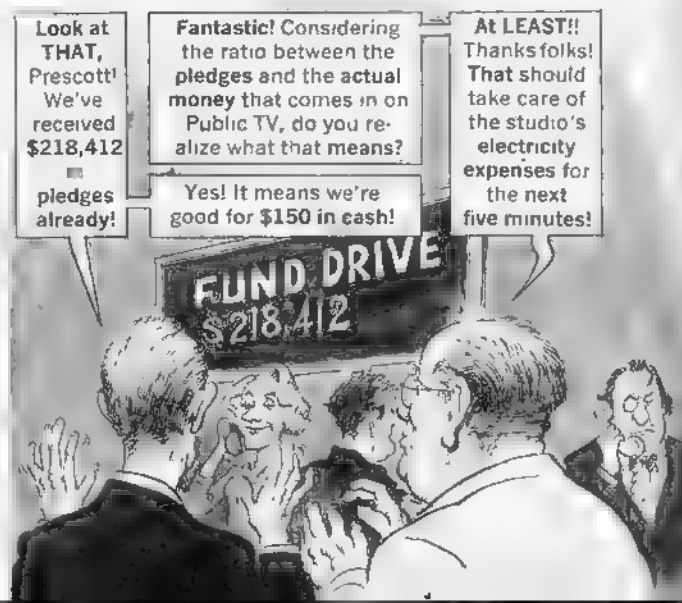

Hi, folks! Our letter for today is "P"! It stands for "Please," like in "Please give us money!"
"P" also stands for "praying," like in "I'm praying for you to please give us money!"
And "P" also stands for "poor" and "pumpkin-headed" and "punk".
Like "You'd be a poor, pumpkin-headed punk to ignore me when I'm praying for you to please give us money!"
P

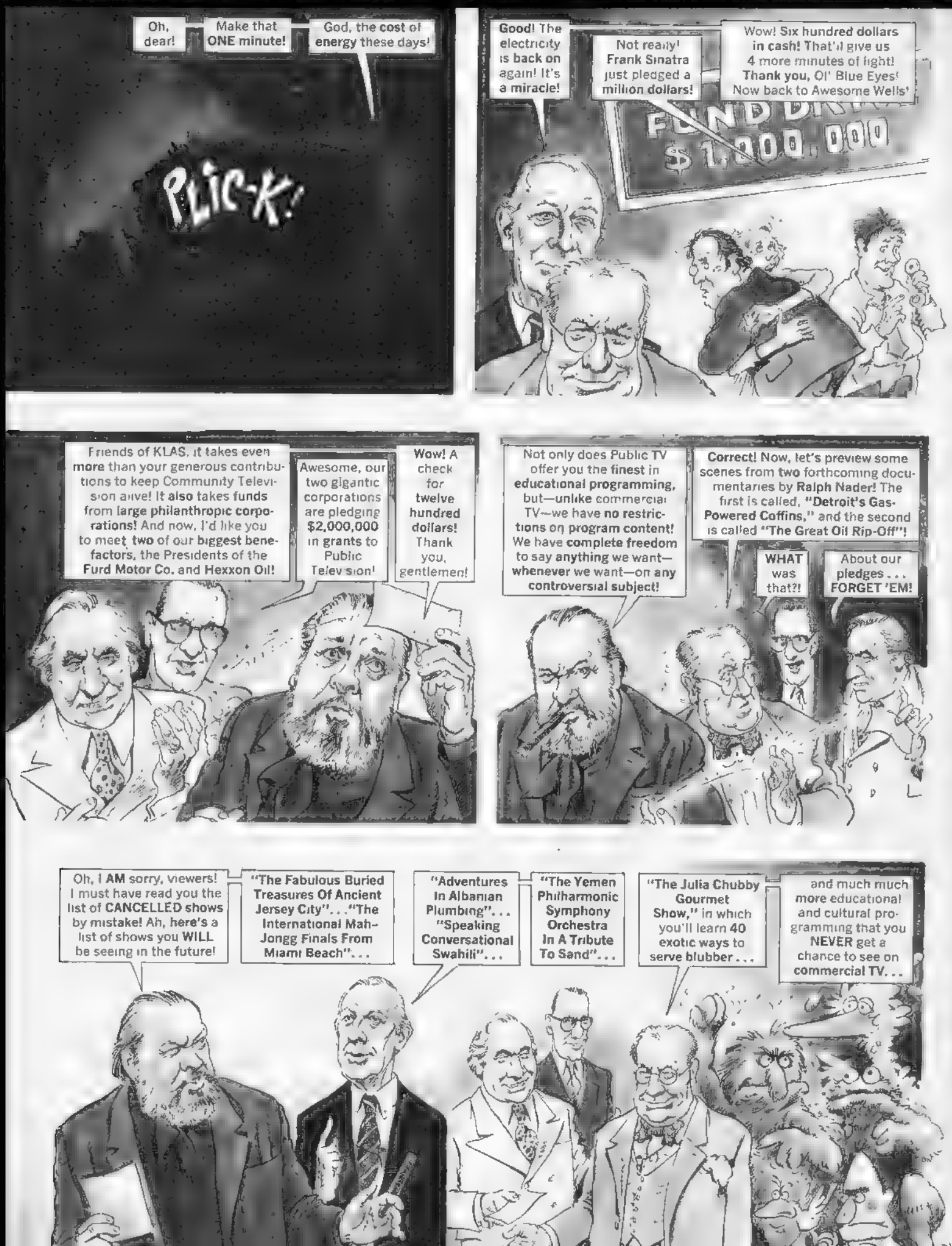

Thanks, Big Tird, for adding your usual dignity to Public TV!
"P" also stands for "prance" and "pad" and "punch" and "puss"... like "I'm gonna prance over to your pad and punch you in the puss if you don't part with plenty of pesos for public programming..."
I believe they got the message, big fellow...!
Now, back to our cultural program schedule, and one of Educational TV's most popular continuing series!
TV
PLAYGIRL
MOVIE GOSSIP

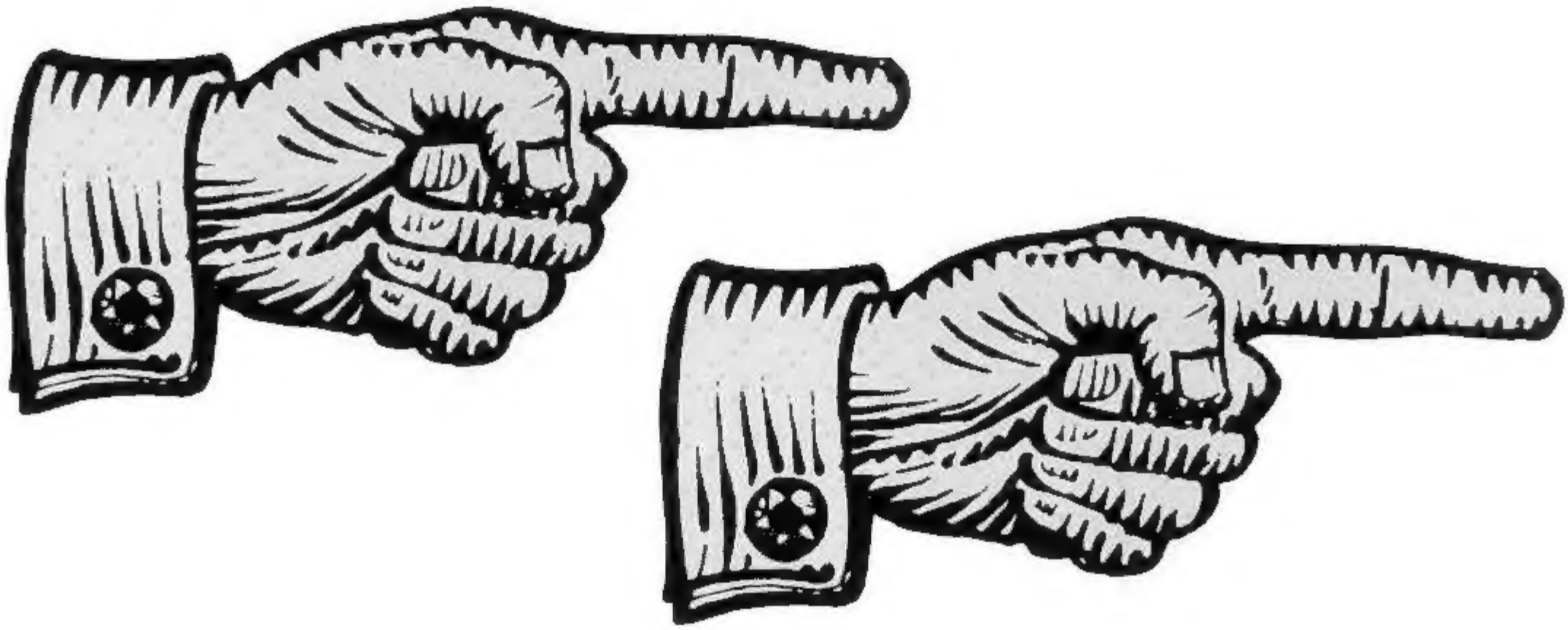
We're ready for Part IX of "Cynthia and Valerie," the highly-cultural and deeply provocative story of two girls who work in a beer factory in Liverpool, England!
Careful, Cynthia, luv... CAREFUL!

Oh-oh! It's too late! You fell in!! You know what THIS means, don't you?!?
Yes... glub-glub... The LIGHT beer is now... glub-glub HEAVY beer... glub-glub...

Want to hear something silly, Balistair? Some of our viewers claim "Cynthia and Valerie" is a lot like commercial TV's "Laverne and Shirley"!
Absurd! "Cynthia and Valerie" is BRITISH! And, as any fool knows, ANYTHING British is cultural! Which is why we both speak with British accents!
Of course! And so do our families back in Detroit and Hoboken!
We'll be back live by satellite from Stratford-on-Avon to bring you Sir Chickie Embarrass and his thought provoking "Twit Show"! Now, let's see how our Fund Drive is coming!

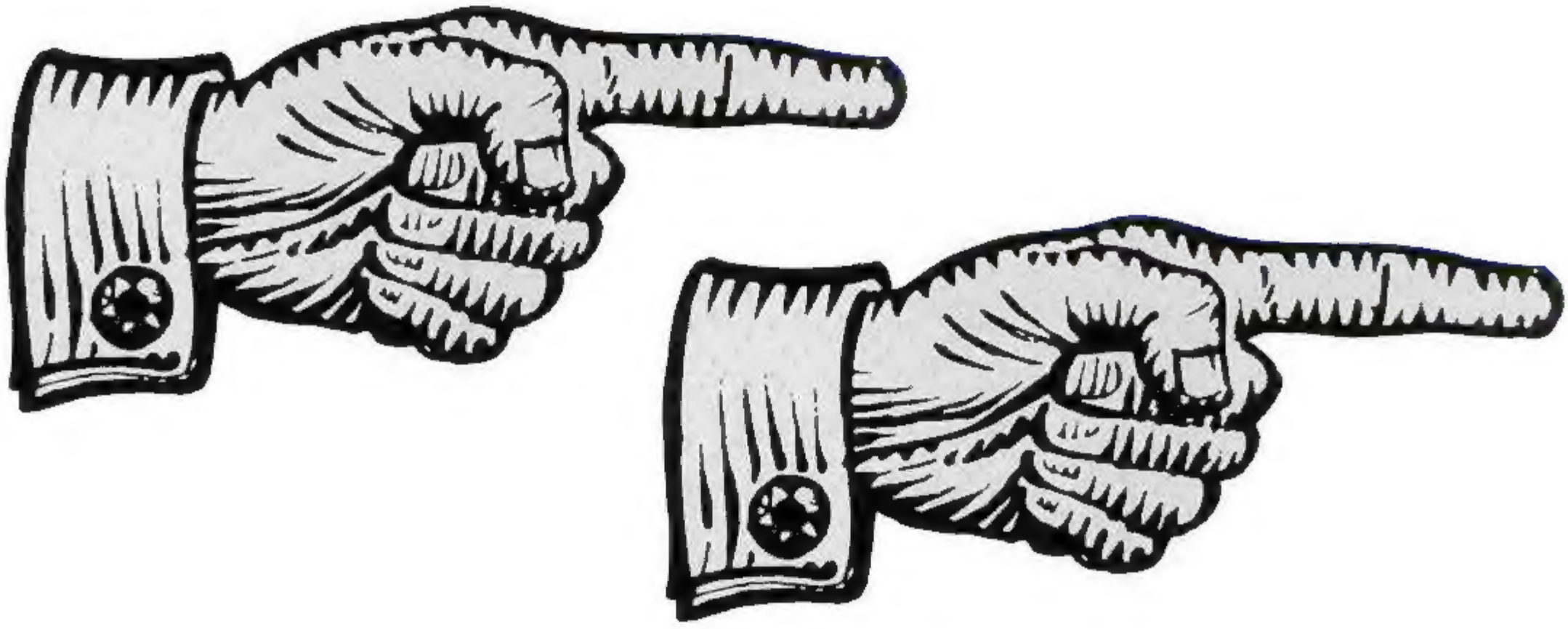

Look at THAT, Prescott! We've received $218,412 pledges already!
Fantastic! Considering the ratio between the pledges and the actual money that comes in on Public TV, do you realize what that means?
Yes! It means we're good for $150 in cash!
At LEAST!! Thanks folks! That should take care of the studio's electricity expenses for the next five minutes!
FUND DRIVE
$218,412


Oh, dear!
Make that ONE minute!
God, the cost of energy these days!
PLIC-K!
Good! The electricity is back on again! It's a miracle!
Not really! Frank Sinatra just pledged a million dollars!
Wow! Six hundred dollars in cash! That'll give us 4 more minutes of light! Thank you, Ol' Blue Eyes! Now back to Awesome Wells!
$1,000,000
Friends of KLAS, it takes even more than your generous contributions to keep Community Television alive! It also takes funds from large philanthropic corporations! And now, I'd like you to meet two of our biggest benefactors, the Presidents of the Furd Motor Co. and Hexxon Oil!
Awesome, our two gigantic corporations are pledging $2,000,000 in grants to Public Television!
Wow! A check for twelve hundred dollars! Thank you, gentlemen!
Not only does Public TV offer you the finest in educational programming, but—unlike commercial TV—we have no restrictions on program content! We have complete freedom to say anything we want—whenever we want—on any controversial subject!
Correct! Now, let's preview some scenes from two forthcoming documentaries by Ralph Nader! The first is called, "Detroit's Gas-Powered Coffins," and the second is called "The Great Oil Rip-Off"!
WHAT was that?!
About our pledges . . . FORGET 'EM!
Oh, I AM sorry, viewers! I must have read you the list of CANCELLED shows by mistake! Ah, here's a list of shows you WILL be seeing in the future!
"The Fabulous Buried Treasures Of Ancient Jersey City"..."The International Mah-Jongg Finals From Miami Beach"...
"Adventures In Albanian Plumbing"... "Speaking Conversational Swahili"...
"The Yemen Philharmonic Symphony Orchestra In A Tribute To Sand"...
"The Julia Chubby Gourmet Show," in which you'll learn 40 exotic ways to serve blubber...
and much much more educational and cultural programming that you NEVER get a chance to see on commercial TV...



Nothing to see here!

Please skip ahead.



WHY ARE NEW "REAGANOMICS" LIKE OLD REAGAN MOVIES?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Old Reagan movies and new Reagan economics have the same things in common. To find out what they are, fold in the page as shown at right.

FOLD PAGE OVER LIKE THIS!

A FOLD THIS SECTION OVER LEFT B FOLD BACK SO "A" MEETS "B"

BONZO'S ANTICS AND REAGAN'S ECONOMICS SOOTH MANY PEOPLE. MOST OF THEM PARTICULARLY LIKE USING MONEY HE'S SAVED THEM ON TAXES. BUT SOME FEEL IT'S ANOTHER MONKEY BUSINESS TRICK!

A B

ARTIST & WRITER:
AL JAFFEE

WHY ARE NEW "REAGANOMICS" LIKE OLD REAGAN MOVIES?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

BOTH
MAKE
US
SICK!
A B

ARTIST & WRITER: SERGIO ARAGONES